

Course Catalog

Write Wise Communications

blends the art and science of business communication. We empower clients to transform ideas into clear messages.



We drive achievement with effective communication!

Written Communication

Course Title/Description

Effective Written Communication:

This course enables participants to evaluate their current communication style, tone and effectiveness. It includes basic editing and proofreading skills, while helping participants choose communication tools, use e-mail effectively and improve overall correspondence in their organizations.

4 Hours

Grammar Refresher for Business Professionals:

This course guides participants through the key elements of the English language. It provides a comprehensive review of the parts of speech, verb tenses, punctuation, and sentence fragments and how these affect writing. The purpose is to refresh our grammar skills and raise awareness of communication pitfalls to increase effectiveness and improve productivity.

4 Hours

Written Presentation Skills:

This course covers various aspects of written presenting. It requires participants to bring an active presentation they are currently writing to develop during the course. With hands-on practice, self-editing and immediate feedback, participants will enhance the written portion of their presentations.

Course Objectives

1. Targeting Your Objective
2. Analyzing Your Audience
3. Designing Opening, Closing and Supporting Points
4. Creating Effective Visuals, including PowerPoint, Flip Charts, Handouts and Supporting Documents

4 Hours

Writing Effective Proposals Workshop:

This course, delivered in a learn-then-do format, focuses on the basic components of effective proposal writing. It covers the following topics:

- Following directions
- Planning your writing
- Developing an outline and labeling sections
- Clarifying concepts
- Graphs, charts or diagrams to explain complex information
- Using concise, active and plain language
- Representing the budget accurately
- Delivering as directed

6 Hours



Course Title/Description

Technical Writing:

This course begins with a readability assessment and leads participants through a comprehensive analysis of their technical writing. Concepts covered include:

- Readability Analysis
- Proofreading Strategies
- Grammar in Technical Writing
- Active vs. Passive Voice
- Technical Communication vs. Technical Writing
- Tone/Style
- Making Technical Writing Easy to Use, Understand and Find Information

3 Days, 6 Hours each

Effective Email Communication:

This course covers the characteristics of email, evaluating email communication and strategies for organizing emails to get results.

2 Hours

Grammar Tips to Make Writing Concise:

Business writing requires the opposite of creative writing. Most people do not have time to analyze long-winded prose. This course focuses specifically on five simple grammar concepts to reduce wordiness. This common writing problem is easy to fix.

2 Hours

Planning to Communicate Effectively:

This short course tackles three of the biggest challenges in communication:

- Choosing the right tools
- Steering clear of communication pitfalls
- Managing appropriate "tone" in writing

2 Hours

continued

Written Communication

Course Title/Description

Getting Positive Results, Even with Negative Messages:

Many times we are forced to communicate negative messages in writing, like saying, "No," or rejecting a request. This course focuses on how to get positive results from these difficult situations.

3 Hours

Careful Word Choice to Communicate Delicate Messages:

This course examines two key aspects of written communication: word meaning and connotation. The content will focus on how tone changes, depending on word choices. Through careful selection from word lists, participants will expand their vocabulary and improve their ability to communicate effectively.

Includes one hour job shadowing with two key participants to gather examples for classroom use.

2 Hours

Course Title/Description

Overcoming Word Addiction – Strategies for Streamlining Writing:

Many people learned to write by increasing elaboration skills, filling 500-word essay assignments or emulating outdated prose/poetry. However, the business world expects streamlined, straightforward communication. This course shares quick and easy strategies for eliminating wordiness and increasing meaning.

2 Hours

Spoken Communication



Course Title/Description

Effective Verbal Presentations:

This course focuses on the verbal aspects of presenting information. Concepts include:

- Defining your image
- Improving voice tone
- Practicing voice projection
- Creating a presentation
- Confident communication
- Evaluation

6 Hours

See also 

Effective Verbal Communication Workshop:

This course helps participants analyze their image and create a plan to enhance verbal skills to communicate with confidence to any audience. Anyone who wants to increase sophistication and savvy in the workplace would benefit from this course.

4 Hours

Course Title/Description

Effective Verbal Presentations with Videotaping Option:

This course focuses on the verbal aspects of presenting information. Concepts include:

- Defining your image
- Improving voice tone
- Practicing voice projection
- Creating a presentation
- Confident communication
- Evaluation
- Before and After Presentation Videotaping

7 Hours

Interpersonal Communication



Course Title/Description

Effective Distance Communication: One or Combination of Three Courses

- 1. Teamwork Focus:** How to interact effectively as a team over distance
- 2. Presentation Skills:** How to present information effectively over distance
- 3. Facilitating Meetings:** How to manage a meeting effectively using distance technology

This course focuses on key factors involved with delivering presentations over distance. It includes insights for handling preparation, technology, logistics and cultural issues. Participants should attend ready to share real examples of communicating over distance. These examples will provide the basis for enhancing future presentations through hands on practice and demonstrations.

4 Hours Each Course

Meeting Facilitation Basics:

This course helps leaders run effective meetings with finesse and positive results. Content includes time management, pace, agendas, brainstorming and effective human interaction strategies.

4 Hours

Group Discussion Facilitation Basics:

Helping groups discuss topics effectively takes savvy and skill. Participants will learn about wait time, asking effective questions, pace, recording decisions and avoiding pitfalls.

4 Hours

Group Decision Making:

Sometimes, the more people involved, the more challenging it can be to get to the final answer. This course breaks down the decision-making process into an easy, systematic approach.

4 Hours

Create a Quality Business Image:

This short presentation explains the dos and don'ts for creating an effective business image. The course covers appearance, approach and acumen, helping you put your best foot forward.

1 Hour

Course Title/Description

Business Etiquette Workshop:

This course describes basic business etiquette and covers situations business professionals encounter in the workplace. Client can customize the content by choosing from the following topics, based on their needs:

- Networking
- Interactions with Customers or Clients
- Correspondence
- Gender
- Workplace Interactions
- Dining
- International

Up to 4 Hours

Approx. 2-3 topics per hour

Managing Resistant or Negative Audiences:

While presenting information, sometimes we encounter unexpected behaviors. Audiences can resist our information, react negatively or just annoy us with heckling. This course helps people turn-around situations to create positive outcomes.

4 Hours

Conflict Management:

Any time we work with people, conflict can arise. Sometimes it stems from misunderstanding, other times outside issues cause problems. Successful organizations perceive conflict as an opportunity. This course gives participants tools for recognizing, avoiding and solving conflict in the workplace.

Includes one hour job shadowing with two key participants to gather examples for classroom use.

4 Hours

Networking Effectively:

Networking can be a tricky maze to navigate. This course helps people develop a plan for getting the most from networking experiences.

1 Hour



Birkman TeamWorks™

Building on the internationally recognized Birkman Method Assessment, TeamWorks utilizes individual profiles of participants and focuses on team-building. This highly effective approach improves team functioning by training in four areas:

- Collaborating with others
- Dealing with change
- Organization and accountability
- Productivity and decision making

All teams experience changes and transitions. TeamWorks trains your team to adapt and thrive!

Why is Birkman TeamWorks one of the best team-oriented assessments available?

- Gets to the heart of dysfunctional team behaviors
- Written in plain business language
- Integrated facilitation modules that allow for immediate implementation



Need training materials developed or revised?

Write Wise Communications provides instructional design services on any topic. The design process determines the current needs of the learner, defines the end goals of training, and creates materials to bridge the gap. We work with subject matter experts to create training experiences that get results.

Standard courses from our Course Catalog are also customizable to your needs. Let us know what you would like to accomplish, and we can tailor our courses to your situation.

Visit our website for additional information: www.writewisecommunications.com

*We drive achievement
with effective communication!*



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