WISCONSIN CERTIFIED PUBLIC MANAGER PROGRAM

Executive Writing: Effective Workplace Communication

Core Competency Addressed in this Class:

Leading People
Use effective written communication skills including critiquing the writing of others.

Class Duration: One Day

Objective:
This workshop will help participants master the writing skills necessary to communicate effectively with internal and external audiences. Participants will learn how to find the right words for the right situation and then how to organize their words for the best effect. They will learn which “rules” they learned in high school are here to stay and which ones have changed or disappeared. And, they will share tips for how to be persuasive in writing.

Desired Learning Outcomes:
By the end of this class the participant will be able to:
1. Explain when and how to use various writing resources—dictionaries, thesauri, and style guides (both online and in paper)
2. Explain and apply some of the hints presented for holding a reader’s attention
3. Punctuate their writing appropriately in order to ensure clarity
4. Write persuasively

Instructor:
Alice Honeywell has helped adults improve their writing skills for more than 30 years. She has worked at both the University of Wisconsin Press and the UW-Madison La Follette School of Public Affairs, and has written and edited for a variety of business, nonprofit and public sector organizations. She is also the co-author of Across America by Bicycle: Alice and Bobbi's Summer on Wheels.