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. Identify the important aspects of the CONTEXT of their writing projects, including who the writer represents, who the audience is or may be, and what level of formality that context requires.
2. Choose the appropriate MEDIUM for the writing project; understand the implications of various kinds of media.
3. Understand the types of PURPOSE and the FORMS associated with various purposes.

Instructor:

Sharon Van Sluijs has taught grammar, writing and literature since 1990. She has worked at UW-Press, Washburn University, SUNY, and the University of Wisconsin-Madison. Sharon has also written and edited for a wide range of clients through her manuscript consulting business.