



Writing Dynamics™

Online programme

This globally acclaimed business-writing course introduces a unique methodology that helps you plan using creative and structured thinking, draft in record time and edit for impact.

Today's readers are overloaded, especially in the new context; they have no time, and at best, they skim-read a document. Writing Dynamics™ will show you how to adapt your writing style to address these challenges.

The solution proposed – Writing Dynamics™

This workshop helps any professional who wishes to improve the productivity and quality of their writing, whether in a formal or informal context. Following a special system developed by a team of award-winning professional writers, the course includes techniques such as selecting an appropriate writing strategy, managing the reader's attention, and tools to highlight the benefits for the reader. The workshop is filled with skill-building exercises derived from participants' practical examples, consultation and feedback for increased applicability.

The course is aimed at professionals from various fields and business functions for whom writing is an important part of their daily activity and who must persuade or convey impactful messages in writing.

Objectives

- Save time and increase productivity of writing by selecting an appropriate writing strategy
- Increase the impact of writing by managing reader's attention and using techniques to highlight the benefits for the reader
- Improve quality of documents by practicing editing exercises and drills
- Apply writing techniques to a variety of documents, from routine e-mails to lengthy reports

Agenda

MODULE 1 – Writing – a fresh perspective

- Introduction
- What is your take on writing – nowadays?
- Developing a Writing System
- The Five-Step Approach

MODULE 2 – Planning the document and generating ideas

- Cluster Technique
- Considering Your Reader
- Outlining Techniques

MODULE 3 – Organizing ideas

- Organization Strategies
- The Quick Draft

MODULE 4 – Drafting and editing

- The Editor's Six Obsessions
- Applying the Axe
- Verb Power
- More Obsessions

MODULE 5 – Refining the editing

- Telegramming for Sharper Focus
- Your Editing Checklist

MODULE 6 – Other considerations

- Writing Various Documents

Logistic details

Duration: 2 days, 9.00 to 17.00

This workshop is also available in online format – 10 hours, split in 2-hour sessions

Number of participants: 6-12

Technology:

- Zoom – easy to use, interactive, visual; breaking rooms for group work, chat
- Mentimeter – for brainstorming and polling



Do you have questions about us?
Looking for solutions for your organisation?

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