

# LEADERSHIP & MANAGEMENT

QNET presents:

## Writing for Impact and Results

Wednesday, May 6, 2020 – 8:15 a.m. to 4:15 p.m.

Location: QNET – Suite 660, 175 Hargrave Street, Winnipeg

Business writers often recognize the potential power behind their communication and want to ensure their writing makes an impact and gets results. They frequently ask questions such as:

- What are the key strategies for creating powerful business correspondence that will capture the readers' attention while targeting their needs?
- What are the techniques for creating a professional document within a tight timeframe?
- How can I avoid the old, bureaucratic language and use the basic concepts of plain language?
- How can I make a strong connection with my reader when dealing with sensitive issues?

This interactive session answers those questions and more! It empowers participants to write for impact and get results by giving them the knowledge and skills they need to enhance their professional image and their success as a business writer. The course includes a component specifically on the critical elements of email communication.

This full day workshop focuses on:

- using planning and organizing techniques to gain clarity and to write faster
- reducing the time spent revising and proofreading documents
- using editing tricks that will catch the small typos that undermine image
- understanding the power of simplicity and using it in all documents
- impacting the reader by putting the right information in the right place
- formatting for visual appeal and accessibility of information

**Facilitator:** Susan Portelance is an associate of Eclectic Communications – a highly recognized training and consulting company specializing in communication development. Susan brings to the classroom over 15 years of training experience and Toastmasters participation where she has honed her public speaking and leadership skills. Susan has completed training in adult education, presentation skills and coaching skills. Also, she is a Certified Training and Development Professional.

**This workshop is:**

- An optional course in the 70 credit hour QNET Certificate in Management Development (CMD).
- Eligible for credit in the CAM:OE (Certificate in Applied Management: Organizational Effectiveness) in partnership with the University of Manitoba, Continuing Education.
- Presented by QNET in partnership with APICS Winnipeg Chapter, Manitoba Aerospace and Manitoba Education and Training.

**Fee:**

- \$399.00 + GST for Members of QNET or APICS or Manitoba Aerospace
- \$469.00 + GST for Non-Members

**REGISTER ONLINE at [www.qnet.ca](http://www.qnet.ca)**



QNET  
Suite 660, 175 Hargrave Street  
Winnipeg, MB, R3C 3R8  
Phone: (204) 949-4999  
Fax: (204) 949-4990  
mail@qnet.ca  
www.qnet.ca