

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 email 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

Reducing Wordiness:

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.

3 Hours

Getting to the Point

Writers sometimes want to include all the details to avoid missing something. However, writing isn't a data dump, it's a precision message. This course explains how to stay focused and clarify the main idea.

4 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 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

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

"Alise is that rare individual that can communicate a complex topic and then lead a team to accomplish more than the sum of its parts. Alise is always professional, energetic and conscientious on any project and she can be counted on to execute through to completion. I enjoy working with her and would highly recommend her for any workplace learning and performance engagement."

Mark Prasatik – Upstream Director of Learning Technology, BP



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

Business Acumen:

This presentation explains the dos and don'ts for creating an effective business image. The course covers appearance, approach and acumen, helping make the best first impression.

3 Hours

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

Course Title/Description

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

Delivering Difficult Messages with Finesse:

We all encounter difficult situations in the workplace. This advanced communication course blends written and interpersonal skills for all audiences, but particularly managers and supervisors. Participants will learn how to present thoughts clearly, logically, appropriately and persuasively.

Participants will also learn how to align with the audience by adjusting the terms, examples, and comparisons they use.

4 Hours

Project Management 101:

Have you ever organized an event, implemented a new program or launched a new product? These situations have one thing in common: project management skills. Project Management 101 provides participants with basic skills including: planning, scheduling, delegating, budgeting, implementing and managing. This course is geared toward new project managers with limited experience.

4 Hours

Train the Trainer



Course Title/Description

Train-the-Trainer Delivery:

- Basic Adult-Learning Concepts
- Learner-Focused Training
- Preparation and Classroom Management
- Presentation Skills
- Facilitating Group Activities
- Providing Effective Feedback
- Structuring the Training Session
- Managing Unexpected Situations or Difficult Participants

6 Hours

Train-the-Trainer Delivery with Videotaping Option:

- Basic Adult-Learning Concepts
- Learner-Focused Training
- Preparation and Classroom Management
- Presentation Skills
- Facilitating Group Activities
- Providing Effective Feedback
- Structuring the Training Session
- Managing Unexpected Situations or Difficult Participants

Day 1: 6 Hours

Day 2: 4 Hours

Course Title/Description

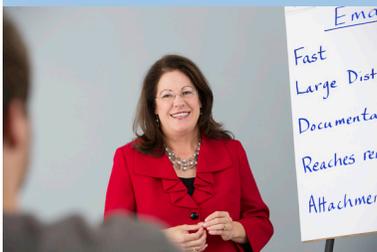
Train-the-Trainer Design:

- Benchmark Video Presentation
- Developing Training from Scratch
- Basic Training Design
- Levels of Learning
- Developing Measurable Learning Objectives
- Incorporating Learning Styles
- Advanced Training Techniques
- Second Video Presentation
- Practicing Feedback

7 Hours

Immediate impact on work!

Write Wise Communications provides training in the comfort and convenience of your office. For specific pricing on domestic or international travel, please contact us at alise@writewisecommunications.com or call us at (713) 557-6112.



"Alise provided a writing workshop to the customer service department of my organization. Her delivery was very personable and created an engaged and active participation from the workshop attendees. Her training approach was perfect for our organization and I recommend her and Write Wise Communications for any company looking to improve their customer communications."

Mike Moss, CAE - Chief Operating Officer, IFMA

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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