



Enrich your leadership training Help them *write* like a leader

“Effective communication is the key to leadership” (Tom Peters)

Help executives and managers upgrade their written messages—the predominant form of business communication. Enable them to craft concise, compelling and convincing emails that generate better outcomes.

Unleash leaders’ natural writing abilities

[Successful Business Writing](#), led by top writing instructor, Jack E. Appleman, author of [10 Steps to Successful Business Writing—2nd edition \(2018, ATD Press\)](#), has developed dynamic learning programs that can unleash leaders’ natural abilities to write more effective messages to direct reports, superiors and others.

We can tailor a program that extends your leadership development, incorporating these learning delivery options:

- Live workshops
- Interactive webinars
- Self-study modules
- Series of 5-minute video tutorials ([demo](#))

Sample outcomes

- Explicit, concise directives that clarify expectations, next steps and keys to success
- Supportive—not condescending—emails that motivate and foster a positive working environment
- Persuasive messages that tap direct reports’ WIIFM (What’s in it for me?) and align with the organization’s mission