

# Strategic Business Writing



## Workshop Info

**Pricing\*** \$6,450

**Max Participants** 25

**Length & Delivery** 1-day In-Person

Pricing includes customization, all workshop material, and follow-up coaching for 1-year.

*\*Talk with an IFI consultant for additional pricing, content and delivery options.*

Business professionals at all levels rely on strong communication to maintain their competitive advantage. This workshop helps employees convey clear written messages by using the Process Approach, concise writing and understanding clear word usage.

## Participant Outcomes

- Efficiently **create easy-to-create documents** with clear purpose and action
- **Increase audience comprehension** with precise language
- Quickly **write effective documents** that meet strategic business objectives
- Refine documents to **maintain a consistent, professional message**

## Material Covered

- The Process Approach
- Audience Analysis
- Brainstorming & Organization
- Editing & Refining the Message

## Organizational Outcomes

- Increased communication efficiency
- Improved employee engagement and more positive client response
- Better business decisions from clear communication



## Just a Little Bit Better

Habits & skills form when we consistently and regularly apply principles, becoming just a little bit better one "drop" at a time.

Our training process transfers skill through:

- **Pre-workshop customization**
- **Engaging, tool-based workshops**
  - Fun, 70% exercise-based workshops
- **Regular post-workshop follow-up**
  - Follow-up for one year following training

Find out more at <https://ifitraining.com/sbw>

# More Communications Workshops from IFI Training



## Communication Excellence

Oral, written, and interpersonal communication all play vital roles in working with colleagues and clients. This program is a master class to help participants use tools effectively in all three forms of business communication.



## Technical Presentations that Matter

Technical professionals provide insight to make critical business decisions. This workshop enables engineers, financial analysts and other data-heavy professionals to present information clearly to both technical and non-technical audiences.



## Technical Writing

Effective communication from technical to non-technical professionals can give your organization the advantage it needs to win. This 2-day workshop enables professionals to clearly communicate through

- effective document organization
- concise writing style
- clear visuals



## Interactive Training that Matters

Professionals involved in coaching, mentoring or teaching can increase their effectiveness by engaging their audience. This training helps participants effectively deliver their content by understanding how to develop effective learning experiences.



## Presentations that Matter

Presentations training designed to give new and experienced presenters the tools to

- design effective presentations,
- overcome stress
- engage the audience.

*"I really enjoyed this workshop!  
It was probably the best program  
I have been in because we  
got to practice and see what  
weaknesses we had."*

*- Workshop Participant*

## Other IFI Training Areas

### Leadership and Personal Development



Organizations that develop their leadership pipeline have **less turnover** and higher levels of **employee satisfaction** and engagement. Don't wait until it's too late to give your employees the tools that they need to be leaders before they get the job title. Our Leadership Toolbox focuses on the tools that your employees need to develop teams that meet and exceed goals.

### Technical Skills



Change is the constant in the workplace. Every technological edge can turn into a marketplace advantage. Investing in your employees' technical skills will help to **improve organizational efficiency, increase employee engagement** and **help your team stay relevant**. Learn more about Microsoft Office programs, project management and other common business tools.

### Business Development and Sales



The best product doesn't always win. **Increase your win percentage** by working with your client to develop the solution they need. We work with you to help **refine your sales process** to place your product in a winning position so that it succeeds in the marketplace. Learn more about Proposal Writing Strategies, Capture Assessment, Diagnostic Visits and other sales training.