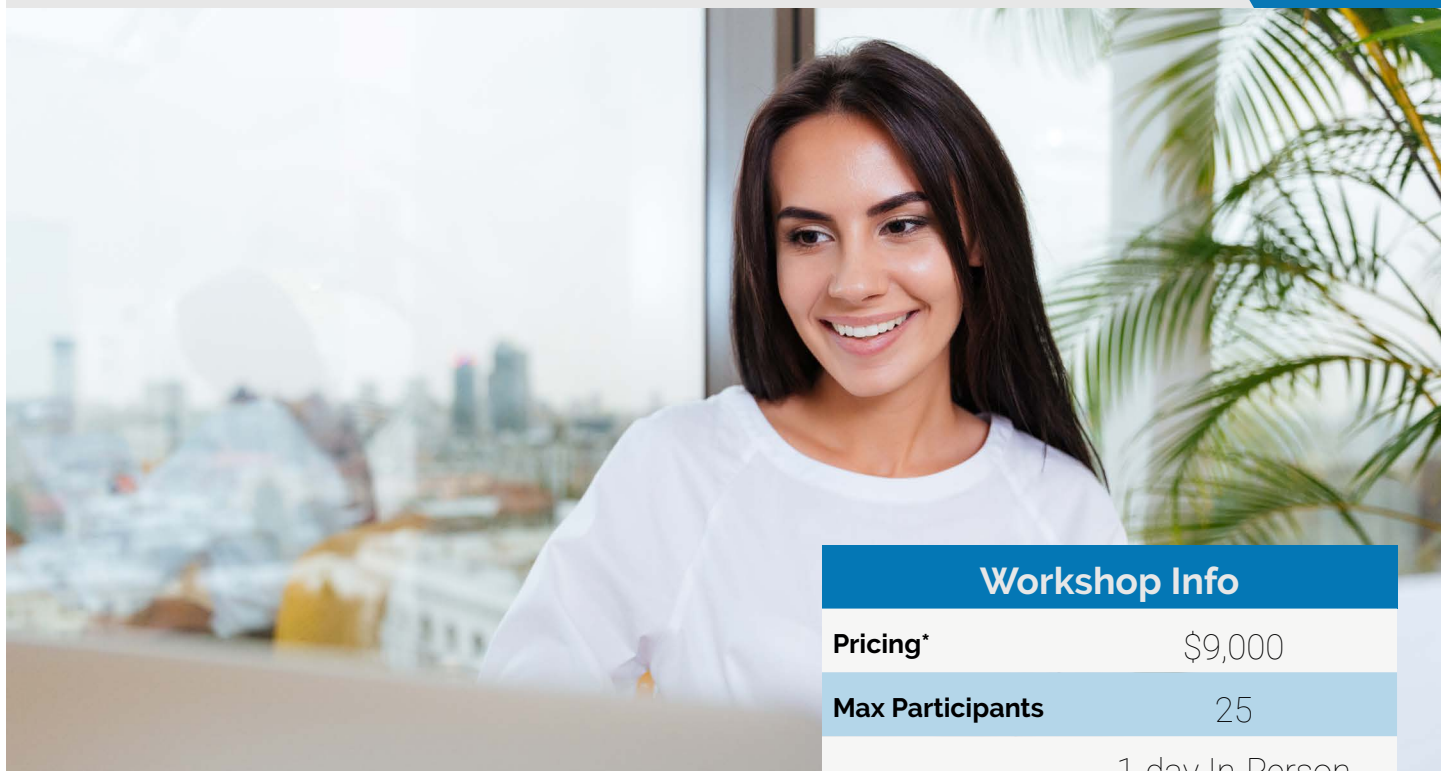


Strategic Business Writing



Workshop Info

Pricing*	\$9,000
Max Participants	25
Length & Delivery	1-day In-Person or Virtual

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/ptm>