

LEADERSHIP IN WRITING™

OVERVIEW

Leadership in Writing is a comprehensive program that shows managers and executives how to communicate effectively in writing. Too many writers overwhelm their readers with unfocused information. Participants learn how to move from this informational approach to an inspirational style that motivates their audiences.

At the core of this program is The Humphrey Group's Leadership Model®. This approach teaches participants to adopt the mindset of a leader, to script themselves as a leader, and to use the language of leadership.

TARGET AUDIENCE

Leadership in Writing is designed for anyone who needs to drive action through written communication.

POWERFUL LEARNING OUTCOMES

Those who attend this course will learn to:

- View written communication as a leadership opportunity.
- Write in a way that demonstrates their vision.
- Avoid the “information trap” that results in uninspired or ineffective writing.
- Focus each document around a single message.
- Use a clear, logical structure in written communication.
- Write executive reports that inspire action.
- Craft email that is compelling and focused.
- Structure PowerPoint presentations that persuade.

LEARNING EXPERIENCE

Leadership in Writing combines practical learning with personal feedback. Working in small groups participants analyze past written communications and create outlines for their own documents.

DAY ONE

I. LEADERSHIP IN WRITING

- The importance of writing as a leader.
- A new approach to writing - from information to inspiration.

II. STRUCTURE YOUR WRITING USING THE LEADER'S SCRIPT®

- Persuasive writing conveys clear thinking.
- The Leader's Script will enable you to:
 - Focus your thinking into a clear and concise message.
 - Build a persuasive argument.
 - Use the language of leadership.
- **WORKSHOP:** Participants will analyze their own messages from past writing.

III. LEADING IN EXECUTIVE REPORTS

- What executives want: clarity, conclusions, convictions.
- Have a message, build an argument up front.
- **WORKSHOP:** Participants will analyze sample reports and memos and suggest ways they can be strengthened.
- **WORKSHOP:** Participants will create a brief executive memo using the method shown.

IV. LEADING IN EMAIL

- Email – just because it's easy doesn't mean you should rush!
- Short-form emails: applying the Script in a condensed format.
- Long-form emails: applying the Script.
- Language: be personal, not casual.
- **WORKSHOP:** Participants will analyze short and long-form emails and examine whether they reflect leadership. They will then write a long-form email of their own using the methodology.

V. LEADING IN POWERPOINT

- Why most slide decks fail to inspire.
- Two types of slide deck: the visual memo vs. speaking support.
- Begin with the thinking, then build the visuals.
- Guiding principles for effective deck construction.
- **WORKSHOP:** Participants will analyze slide decks and assess their effectiveness.

VI. CONCLUSION

- Summary and a review of the day's takeaways.