

LEADERSHIP IN REGULATORY WRITING™

OVERVIEW

Leadership in Regulatory Writing is a comprehensive program that shows participants how to write compelling regulatory applications and information request (IR) responses. Too many writers overwhelm their readers with unfocused information. Participants learn how to move from this informational approach to a style that persuades their audience.

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 will be drafting regulatory documents.

POWERFUL LEARNING OUTCOMES

Those who attend this course will learn to:

- Approach writing as an act of persuasion rather than simply a chance to convey information.
- Integrate section messages into the overarching arguments that the application is trying to convey.
- Write with language that is clear, concise and jargon-free.
- Prepare IR responses that not only answer questions being asked but also reinforce the arguments that are in the initial application.

LEARNING EXPERIENCE

Leadership in Writing combines practical learning with personal feedback. Working in small groups participants analyze past written communications and create outlines for upcoming applications and IRs.

DAY ONE

I. LEAD IN REGULATORY WRITING

- Strengthen your ability to prepare applications that are approved – and to handle the information requests (IRs) that accompany them.

II. UNDERSTAND THE OPPORTUNITY AND THE NEED

- Approach the writing process as an act of persuasion.
- Move from information to inspiration.
- **WORKSHOP:** Participants will discuss the applications they are working on and the role they will play in helping to make the case for their organization.

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

- Set the stage with the grabber.
- Make the focus of your filing (or IR response) a message.
- Develop a supportive structure.
- Know how your argument supports the overall application.
- **WORKSHOP:** Participants will analyze the effectiveness of sample messages. They will also review a draft outline for an application to see how the methodology is put into practice.

IV. CREATE OUTLINES

- Create your outline before you write the document.
- Understand the overall argument before writing your section.
- **WORKSHOP:** Using the methodology, participants will create an outline for a section of the application they are working on or will be working on.

V. USE THE LANGUAGE OF LEADERSHIP

- Be clear, concise and conversational.
- Don't leverage your jargon to pursue synergies!
- **WORKSHOP:** Participants will analyze language examples.

VI. USE THE LANGUAGE OF LEADERSHIP

- Provide the answer and look for opportunities to persuade.
- Structure your answers using the Leadership Model®.
- Be aware of traps and address them with confidence.
- **WORKSHOP:** Participants will analyze prior IR responses, including “before and after” examples. They will then practice drafting answers.

VII. CONCLUSION

- Next steps: applying the model to your application.