



Are you equipped to climb higher?

*Is your writing taking you further?*

Sharp, concise, and effective writing that gets your point across and moves your audience to action.

To get ahead in today's competitive business world, it is absolutely essential to ensure that the communication skills of your people are up to par. Whether managing meetings internally, or writing and presenting outside, effective communication may well be the crucial factor that determines your success. The FranklinCovey Advantage Series, based on proven principles of effective communication, gets your people on the right track to communicating effectively.

*Writing Advantage*<sup>®</sup> imparts the requisite skills to enable your people to write convincingly, tackle writing challenges promptly, and get your points across more effectively, to provide your organization that extra edge over others.

PRINCIPLES  
FOR LIFE

 FranklinCovey.  
Organization Services

ADVANTAGE SERIES: WRITING ADVANTAGE™  
Business Writing Skills to Take You Further

THE FRANKLINCOVEY CURRICULUM



## 1 Plan Your Task

Learn how to brainstorm, determine a document's purpose, the readers' needs and desired response. Break the assignment into manageable sections, collect all the necessary information, and select an appropriate format.

## 3 Draft Your Document

Discover how to bring all pieces of the document together in order to quickly write a well-constructed draft, by using and applying the FranklinCovey Style Guide™.

## 2 Design Your Message

Apply the principles of organization using the Four-Box method, prioritize the flow with the purpose up front, and write effective subject lines and headings to structure for key messages, and design an effective document.

## 4 Review and Revise

Review with peers, collaborate, and revise to further refine documents so that they are clear, concise and correct.

### TRAINING MODEL

Boost performance, through the power of better writing.

Writing Advantage® is a skills-based workshop that will show your people quality writing standards, teaching them the application of a straightforward writing process using proven tools and methods. This enables your people to write with impact, make written communication more clear and memorable through concise and convincing documents, and move your audience to action.

Writing Advantage® will improve the way your people communicate forever. By strengthening their writing skills, you will see an increase in productivity when they are able to tackle writing challenges promptly, get their points across more effectively, and move the audience to action.

### WHO SHOULD ATTEND

Writing Advantage® would greatly benefit people from all organizational levels, but is indispensable for those that are required to communicate with clients.

### TRAINING BENEFITS

- Approach writing tasks with confidence.
- Break assignments into manageable sections to reduce stress and avoid writer's block.
- Organize your document so that it will be read immediately.
- Improve productivity by collecting all necessary information before starting to write.
- Increase credibility by communicating powerfully, logically, concisely and professionally.
- Motivate your readers to action through timely, accurate information.
- Get the results you want with effective documents.