

DIANNA BOOHER, CSP, CPAE

AUTHOR ■ SPEAKER ■ CONSULTANT

*INCREASING PRODUCTIVITY
THROUGH EFFECTIVE COMMUNICATION*

STRATEGIC WRITING™: QUICK, CLEAR, CONCISE

People who stare at a blank page wondering how to begin an email, memo, or letter and who revise extensively cost money and create frustration for themselves and their bosses. Dianna will overview a five-step process for writing memos, letters, reports, and proposals. Audience members will reduce their writing time by 25-50 percent, improve clarity, write authoritatively and persuasively, organize details with impact, choose an appropriate style, and create an eye-appealing layout that grabs readers' attention.

Audiences will learn to—

- Consider the audience for the proper angle and details
- Anticipate special reader reactions
- Organize ideas in the MADE Format®
- Draft quickly with idea wheels
- Edit for content, layout, clarity, conciseness, and style

Alternate Title:

Write This Way to Success

Supplementary Materials to Reinforce Learning:

Books: *E-Writing: 21st-Century Tools for Effective Communication* (Simon & Schuster/Pocket Books)
Good Grief, Good Grammar (Facts on File)
Writing for Technical Professionals (John Wiley)
To the Letter (Jossey-Bass)
Winning Sales Letters (Jossey-Bass)

A nationally recognized business communication expert, Dianna is the author of more than 40 books, including more than 20 on communication topics (Simon & Schuster/Pocket Books, Random House/Ballantine, Warner, McGraw-Hill). Her work has been excerpted, reviewed, and featured in media such as Good Morning America, *The Wall Street Journal*, *The New York Times*, CNN, CNBC, *USA Today*, *Forbes*, National Public Radio, *Bloomberg*, *Boardroom Reports*, *Investors Business Daily*, Fox Family Network, *Washington Post*, *New York Newsday*, *Los Angeles Times*, *Chicago Tribune*, *Success*, and *Entrepreneur*, among other national radio, TV, and newspapers. Britannica, Nightingale-Conant, Thomson Corporation, American Media, and InterCom also have produced video, audio, and software series based on several of her business titles.



"I'm still hearing favorable comments from our managers about the writing program you conducted for us recently. The results are amazing." —Harold F. McElraft, Executive Vice President, Templeton Mutual Funds

"...no one had been able to address our special writing concerns, but you accomplished this with a professional yet lively and untimidating approach....You have made an outstanding impression." —Candace Wimer, West Area Field Development, Southern Sales Region, Hewlett Packard

"I am convinced that the participants (including myself) have improved their writing skills as a result of the many concepts you presented. These skill improvements can be immediately applied on the job with positive results for Alcoa." —Richard DeBlasio, Senior Instructional Designer, Alcoa Technical Center, Aluminum Company of America

