

# DYNAMIC WRITING

Write more effectively and get better results.

From the résumé we write for our first interview to the retirement letter at the end of a long career, our ability to communicate in writing plays a critical role in our success.

In this course, participants learn how to apply the science of persuasion to their writing. They'll learn how to use fewer words to greater effect. They'll learn how to structure their writing to gain clarity and comprehension. And they'll learn to enjoy and not dread the process! (They'll also learn to save time.)

They'll do this by understanding and using the Headhunter framework of THE WHO, THE WHAT, and THE HOW of Dynamic Writing. They'll develop a framework that will help them plan, prepare and write communication that will be reader-specific, engaging, and outcomes driven.

## Modules

### **The Communication Process**

- How beliefs and prejudice distort your words
- Understanding your reader
- Understanding yourself

### **Defining Purpose**

- Identifying your desired outcome
- Anticipating the reader's agenda

### **Communication Strategy**

- Identifying barriers to communication
- Choosing the appropriate medium
- Choosing the appropriate style and tone

### **Building a Structure**

- Using the organizational diamond
- Using purpose to select one of ten different structures

### **Drafting**

- Stream of consciousness first draft
- Strengthening the content in the second draft

### **Language**

- Adjusting style and tone to suit the audience and the message
- Avoiding 'Business' speak

### **Check List**

- How to edit and check the document
- How to use the tools in Microsoft Word

## Duration

1 day / 1.5 days

*If the participants have completed our 'Persuasive Presentations' workshop, then Dynamic Writing is one day. For participants new to the science of persuasion we recommend HBDI profiling and then a one and a half day session.*

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