Effective Workplace Writing for Public Managers

Maximize clarity, relevance, utility, and style in your writing

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When: September 22, 2021
Where: Pyle Center, Room TBD

Master the writing skills necessary to communicate effectively with internal and external audiences in today's professional environment. Learn techniques of document structure, grammar, and style proven to enhance credibility, connection, and influence. Discover the most common credibility-damaging errors and get tips for avoiding them. You'll practice applying these techniques to your own work situations. This class costs $225.

By the end of this class, you should be able to:
1. Apply techniques to write more efficiently.
2. Organize your writing in order to ensure clarity.
3. Write persuasively.
4. Identify commonly misused words.
5. Explain and apply some of the hints presented for holding a reader's attention.

Instructor: Kyle Henderson (MS, UW-Whitewater) leads information design and publishing at UW-Madison's DoIT Communications. He began his career as a copywriter and has more than 20 years' experience editing digital and print publications. He has a master's in communication and is an expert in writing for influence.

Testimonials:
"Lots of great information, disseminated in simple, easy-to-understand concepts. The practical examples were great, and I loved noticing that actual content was incorporated as sentence examples throughout. This was just neat to see, and really drove home the practicality of the use of each concept (particularly in the grammar section)!"

"The instructor is very engaging. He presents the content in a fun way and allows timed breaks with application time."

"I learned a lot of great tips and tricks on grammar usage that I will be implementing, and found several 'don'ts' that I was using that I will be working to correct! I also appreciated the perspective of writing for personalities, and structuring emails in an order that facilitates the personalities of all potential audience types to receive and understand the information."

Register at: https://localgovernment.extension.wisc.edu/cpm-public-courses

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