



# *The Last Word,* *Writing with Clarity at Work*

*The Last Word* is NOT just another writing class. During this class, you will take everything you've learned about business writing and throw it out!!

**“But, Jennifer, I’m self-conscious about receiving feedback on my writing.”**

You and everyone else!! Keep in mind that I taught high school English for more years than you care to know. I know what people go through. I’ve seen accomplished people struggle with their writing.

Believe me, I know how to create a safe environment for all participants. **My classroom is your safe haven.**

**Participants leave *The Last Word* seminar saying,**

**“Jennifer made me feel safe. I was afraid of criticism and got great help instead - from her and my classmates.”**

**“My email messages will never look the same. Everyone in our company needs to take this class.”**

**“Finally, formatting has taken the guesswork out of writing. I can relax about writing my reports for the first time.”**

## **What will I hear in this course that I haven’t heard before?**

People no longer have time or tolerance for long, single-spaced reports and emails; yet, people still produce documents that are wordy, dense, and hard to read.

In this course you will learn how to

- **Format** documents for clarity and conciseness.
- **Chunk and label** data so that readers can quickly skip, scan, locate, and retrieve information.
- **Warm up** corporate writing and make it human.
- **Design** power sentences and eliminate “writing demons.”
- **Eliminate** redundancies and common errors.

## **How does this course address the needs of a diverse audience?**

I customize every course to meet client requirements.

1. I invite participants to send me samples of their writing.
2. I analyze each piece and produce a needs assessment based on what I learn.
3. I design the instructional manual based on the needs assessment and guidelines I receive from the client.
4. I provide one-on-one coaching during and after the class.

**NOTE:** You will receive formatting techniques and writing templates that work for everyone, no matter what the writing level.

## **How long is the class?**

It is up to the client, usually one or two days.

## **What follow-up support can we expect?**

I remain available to all participants for follow-up support. I’ve worked with participants for months after the course until they have their writing formats in place.

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