

## Wilbers' Writing Workshops

My workshops and seminars provide a fast-paced, lively, and entertaining way for your staff members to improve their writing skills. What I hear most often from people who participate in my training programs is that I make learning [fun](#).



As a syndicated newspaper columnist, a Senior Fellow at the University of Minnesota's Technological Leadership Institute, and a professional writing consultant who has offered on-site training programs for more than 20 years, I am confident I can offer a useful, lively, and entertaining experience for your team members.



### Learning Goals & Program Benefits

Depending on the length of the program and the topics you want me to address, your staff members will learn to

1. Apply three concepts of good communication to write with more confidence
2. Plan, organize, and review their work according to five components of successful communication
3. Assess their command of the rules of language in three areas (word choice, grammar, and punctuation) on a 15-point scale to see (anonymously) how their score compares to thousands of other writers who have taken the same assessment
4. Write clear, concise sentences by (a) eliminating acute prolixity (fancy language), (b) recognizing wordy expressions, and (c) eliminating three types of redundancy
5. Use five editing techniques to write with greater clarity and emphasis (and work on applying 47 additional techniques over time)
6. Avoid vogue words and worn-out business jargon
7. Organize their documents and strengthen their arguments by making the paragraph their three-part strategic unit
8. Eliminate the three most common writing errors (and work on eliminating 75 common errors in punctuation, grammar, word choice, and numbers usage over time)
9. Proofread effectively to avoid errors that might undermine their credibility, making multiple passes through a document and moving systematically from larger to smaller issues
10. Devise a plan to continue improving their writing skills over time by setting reasonable goals and taking the first step right away.



### Fees, Format, & Background

I can present a program for you in any format and for any size group you like, from a one-hour presentation to a full-day session.

For information about my **fees**, please [email](#) me.

For information about my **background**, please see [www.wilbers.com/Contact.htm](http://www.wilbers.com/Contact.htm).

