

Wilbers' Writing Workshops: Sample Programs

I would be happy to tailor a program to your needs and interests and to present it in any format you like, from a one- or two-hour presentation to a series of half-day programs. Here are some of my more popular offerings:

Tips & Techniques for Excellent Writing

A three-part program addressing (1) language rules (common errors in word choice, grammar, and punctuation), (2) revising techniques, and (3) writing applications (including whatever types of writing you want me to address, from report writing to email messages).

Eliminating Common Errors

Eliminating common errors (in word choice, grammar, and punctuation) and proofreading.

Connecting with Your Audience: Successful Communication for Technical Writers

Writing with clarity and precision in explaining complex information to non-specialists.

Editing for Success

Methods and resources for offering criticism and building strong editing relationships.

Customer Relations: Using Email to Create Goodwill & Build Relationships

Structuring well-designed messages, wording for effective openings and closings, and a five-part approach for customer relations, apologies, and delicate situations.

Finding your Voice: Writing with Clarity, Emphasis, and Style

Techniques of style such as making every word count, preferring action verbs to nouns, eliminating unnecessary modifiers, trimming sentence endings for emphasis, and taking advantage of the natural stress points in sentences, paragraphs, and documents.

Managerial Communication: Persuasive Writing for Leaders (part 1)

Projecting your leadership style through tone and word choice, using your writing to create goodwill, conveying your assumptions about power and positive working relationships, knowing when to write and when not to write, saying no diplomatically, expressing anger constructively, striking an appropriate balance between challenge and support in performance reviews, being a functional rather than a formal communicator.

Managerial Communication: Persuasive Writing for Leaders (part 2)

Challenging, persuading, and inspiring your team members to do their best work, with emphasis on being a constructive critic and knowing your audience, understanding what motivates them, recognizing their interests, appealing to their values, knowing when to use a direct or indirect approach, using mixed rhetorical appeals (logos, pathos, and ethos), and minimizing conflict by using Rogerian persuasion.

Speaking with Poise and Confidence: Sharpening Your Oral Presentation Skills

A fun, confidence-building experience in which participants are on their feet practicing Bert Decker's "behavioral skills" for successful presentations, including breathing to project voice, maintaining eye contact to create rapport, and using movement (facial expression, gestures, and body) to engage an audience and hold their attention.

Tips and Techniques for Persuasive Legal Writing

Components of a full-day program I've offered for the Minnesota Supreme Court's Annual Conference of Judges, the Minnesota State Bar Association, the Hennepin County Bar Association, the Oregon State Bar Association, the Pennsylvania Bar Institute, and a number of law firms.

