Course Content

Day One: The Link between Critical Thinking and Clear Writing
❖ Adapting to the changing climate of workplace communication
❖ Entering the “No-Fluff Zone”
❖ Applying the five characteristics of critical thinking
❖ Avoiding “the Dirty Dozen”
❖ Using sound logic in what you say or write

Day Two: The Formula for Writing Well
❖ Proficient planning – establish your purpose, understand your audience, and define your scope
❖ Admirable organizing – brainstorming, mind mapping, and outlining
❖ Diligent drafting – get started, flesh out your narrative, and stay focused
❖ Rapid revising – review at the document level, the paragraph level, the sentence level, and the word level
❖ Perfect polishing – keep your audience engaged and make effective use of visuals, emphasis, and layout

Day Three: The “Nitty Gritty – Techniques for Clear, Concise Writing
❖ Sentence and paragraph length
❖ Active versus passive voice
❖ Uncovering hidden verbs
❖ Transitions
❖ Parallel structure
❖ Personal versus impersonal construction
❖ Direct command form of the verb
❖ Word choice
❖ Avoiding redundancies and clichés

Day Four: Matters of Grammar, Usage, and Tone
❖ Avoiding sentence fragments, comma splices, and run-ons
❖ Ensuring subject-verb agreement
❖ Applying correct punctuation
❖ Making clear pronoun references
❖ Eliminating dangling, misplaced, and squinting modifiers
❖ Selecting the appropriate tone
❖ Measuring the readability of your documents