



Contact Info: Phone 609 683-8100

Website: <http://www.instructionalsolutions.com>

Blog: <http://www.instructionalsolutions.com/blog>

Email: info@instructionalsolutions.com

Executive Business Writing Coaching

As soon as you take one step up the corporate ladder, your success depends on one basic skill: your ability to communicate effectively.

--Peter Drucker

An executive writing coach helps you maximize your particular writing strengths, identify areas of opportunity for greater impact, and become more effective in your work.

Your knowledge, tone, confidence, language, and clarity is conveyed in your writing to your entire organization and clients. The focus of coaching is identification and correction of your particular writing issues, and ensuring your documents drive business objectives.

To provide the level of support and interaction that matches your goals, we offer three different business writing coaching packages.

PROCESS: The program is very individualized and effective. Essentially, we identify goals, review current writing, and develop a plan to work through appropriate skill gains progressively. Every engagement reaches goals following an individualized path, based on your work requirements. Sessions are conducted live, via WebEx.

OUTCOMES: Executives will learn to shape all written communication specifically to business objectives, write correctly, with interesting style. Business writing will elicit specific business objectives.

Benefits:

- Reduce writing time by 25%
- Reader engagement and action
- Maximize your writing strengths
- Eliminate writing errors
- **Ensure all communication motivates employees, connects with customers, and drives business. Writing becomes a career advantage.**

Testimonials:

• “I admit I’ve always hated to write on the job. I’d rather talk. But, each time I’m promoted, I need to write more and more to succeed. Finally, I broke through my dislike of writing with my coach. I’m far more effective in less time.” - Vice President, FACTS Management

• “My communication with my team is clearer after coaching. My staff feels better acknowledged. I shifted the tone in my documents, and morale improved.” - Vice President, TransUnion

Level One

5-Session Package. Coaching with correction materials.

This program identifies skills and gaps, and provides resources and guidance to self-correct gaps. It is perfect to produce a major document while honing integrated skills.

- Identification of your coaching goals, ahead of coaching.
- 50-minute coaching sessions, live via WebEx, focused on developing a critical work document, while honing skills.
- Recommended materials and document observations emailed to you after coaching sessions to address skill gaps, based on coaching observations.

Level Two

10-Session Package. Coaching with correction materials, and interim review of coaching documents.

This program ensures that writing is a career asset, and you competently project leadership, and can write any document required.

Ten individual coaching sessions, scheduled flexibly as you wish to match your document requirements. Also includes email support and review of interim coaching documents. Includes:

- Identification of your coaching goals, ahead of coaching.
- 50-minute coaching sessions, live via WebEx, focused on actual work documents.
- Recommended materials and document observations emailed to you after coaching sessions to address skill gaps, based on coaching observations.
- Review and correction of interim documents used for coaching sessions (concept maps for planning, drafts, final send review).

Level Three

Unlimited Coaching for Six Months. Correction materials, interim review of coaching documents, and unlimited support for all business documents and strategy.

This program ensures that writing is a career asset, you competently project leadership, and can write any typical document required. Additionally, communication strategies and full support and editing is provided.

Unlimited individual coaching sessions, scheduled flexibly as you wish to match your document requirements across a six-month period. Also includes email support and review of interim coaching documents, phone and IM support, and a full strategy, information flow, and voice review. Includes everything in Level Two, plus:

- Review and correction of interim documents used for coaching sessions (concept maps for planning, drafts, final send review).
- Review and support for all other work documents.
- Full coach guidance on strategic communication issues.



MARY CULLEN founded Instructional Solutions in 1998, after ten year's experience teaching writing at Boston College and the University of Massachusetts college system. She has created enterprise business writing training programs for Fortune 500 companies, and has personally coached leading executives and communication teams. She is particularly skilled in enabling executives to harness writing as a leadership and competitive tool.