



## Get Results with Clear Writing and Dynamic Presentations

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Elevate USA's 3 day program focuses on improving both oral and written communication for people who write e-mails, reports, memos, business letters, meeting minutes, and who give presentations to influence and persuade. We take a fun approach to grammar review, and all three days are packed with activities, skill practice, and practical application so that participants can use what they learn immediately back on the job. Each day can be presented as a stand alone session.

### **Day 1 Grammar**

#### **Overview**

This adult-directed seminar will focus on the following areas in grammar:

- Punctuation contributes to the clarity of the message. For example, a misplaced comma can change the meaning of a specific message.
- Active vs. Passive Voice and understanding the difference as well as when and why to use either voice.
- Sentence Structure—when should a writer use the simple sentence vs. the compound sentence. What is the purpose of each?
- The Run-On Sentence and the Fragment—how to recognize and correct each.
- Usage—understanding the difference between affect and effect and more.
- Grammar Myths—beginning sentences with “Because” and ending sentences with prepositions.
- Subjects of sentences including definite and indefinite pronouns while remembering to be gender neutral.
- Agreement—recognizing the challenge of prepositional phrases and other agreement challenges that confront writers.
- Numbers—when to spell out a number and when to use the numerical value in sentences.

### **Day 2 Writing**

#### **Overview**

Participants will learn to edit, write with brevity, and create effective written correspondence (i.e. email, letters, reports, meeting minutes, etc.) in a professional manner.

#### **Writing with Purpose**

- How to write in accordance with the purpose of the written product
- Utilize strategies and frameworks to analyze the needs of the audience
- Learn techniques to edit your own work or another's written work product
- Establish SMART goals for continuous improvement in written communication
- Become Familiar with Techniques for Overcoming Writer's Block



### **Writing with Clarity and Precision**

- Strategies for eliminating unnecessary words
- Choosing the best single word to shorten sentence length
- Recognition and avoidance of redundancies

### **Writing Effective Emails, Briefs, and Reports**

- Fundamentals
- Sending the Right Message
- How to write a clearly and concisely

### **Day 3 Presentation Skills**

#### **Overview**

Elevate USA's Become a Master Public Speaker training will teach you how to deliver presentations effectively, develop yourself into a confident and competent speaker, and prompt action from an audience.

- Conquer your stage fright and nervousness
- Organize your thoughts into talking points
- Use body language to drive home your point
- Use your voice to deliver the impact of your speech
- Learn how to use the latest technology to enhance your presentation

Practice skills will include writing, editing, and proofreading a brief that each participant will have the opportunity to verbally present to the class at the end of day three.