

# Strategic Writing Workshop for Facility and Property Managers

Facility and Property Management staff often don't have the writing skills necessary to communicate clearly, influence decision making and persuade clients, colleagues and supervisors. While grammar is important, an overlooked skill is the ability to develop and structure information in a clear, organized and focused method on paper so that it is easily read and the main points are understood by the reader.

This workshop emphasizes the objective of your writing and the facts and information needed to get the message across as well as the structure and strategy for communicating clearly to ensure your message is seen and understood in your written communications. It deals with both the mechanics and the structure of writing effectively with less emphasis on grammar and spelling.

The workshop uses real-life examples and exercises that are tailored to Facility Management and Property Management requirements and is delivered by an industry professional with extensive experience writing persuasive documents and published magazine articles.

## Content

This is a workshop style seminar that provides instruction in a presentation format with real-life examples that demonstrate the techniques. This is supported by exercises that provide practice and feedback on their progress and understanding of the material.

## Material Provided

Each participant receives the following educational material:

1. A copy of the workshop presentation material, complete with examples.
2. A workbook with exercises that reinforce the material, gives the participants practice and provides an opportunity for discussion and feedback.
3. A one page summary reference of the key material.
4. A two page guide to writing facility/building newsletters.
5. A wallet size laminated reference card

## Workshop

The 1 day workshop includes examples, in-class exercises and instruction in an open format with participant involvement focusing on Facility & Property Management issues.

The workshop includes the following fundamental elements:

1. Illustrate the need for strategic, well structured writing, along with good and bad examples.
2. Demonstrate how to develop writing that gets their message across and influences readers.
3. Review structure and strategy techniques they can use to ensure their writing easily understood in a way that reinforces the message and purpose of the writing.
4. Discuss real-life examples, showing how writing is improved by the structure and strategy techniques they are learning.
5. Exercises to practice techniques and illustrate how to improve their writing.
6. Review the mechanics of good writing, focusing on the key elements that will provide the biggest improvement for clear communication.

## Participants

The workshop is designed for all Facility and Property Management staff at all levels who need to communicate in writing internally or externally. It is structured for up to 8 participants, however up to 12 can be accommodated. No prerequisites.

## Outcomes

Participants learn how to develop their ideas, facts and arguments using an effective structure that conveys important information, has an impact on their audience, influence decisions or persuade the reader to take actions they recommend. The participants learn to write effective material regardless of their spelling and grammar skills.

## Workshop Fees

The 1 Day workshop is designed for up to 8 participants delivered in on your premises. The fee includes the workshop session and all handout materials.

Workshops may incur travelling expenses or other costs, depending on the location. All costs will be agreed to in advance.

