

Write Persuasively at Work

Winning Reports, Proposals, Emails, and More

Workshop Description

Do you want to improve your writing? It's easier than you think. In this fast-paced, interactive workshop, you and your team will practice organizing evidence and ideas and then producing clear points and compelling narratives. Along the way, you'll learn tricks to save time and have more fun writing, as well as increase your own confidence and natural abilities as a communicator. Last, one lucky participant will leave with a polished draft of a \$100,000 proposal. Please join us—and happy writing ahead!

Led by master storyteller, creative consultant, and coach Jeremy N. Smith, you'll learn and practice:

1. The one secret ingredient to superior writing, which does not require skill, passion, imagination, or experience.
2. A rapid six-step process to writing something really well—starting by writing really badly.
3. The “Mom test” and the “Genie test”—two fun and easy editing tools to boost the impact of anything you've already written.

Format: Online or in-person

Duration: 50-75 minutes

Participants: 2 to 200 people

Included: Handouts summarizing key points

Trainer Bio



Jeremy N. Smith is an acclaimed storyteller, creative consultant, and coach. He has written for *The Atlantic*, *Discover*, *Slate*, and the *New York Times*, among other outlets, and he and his work have been featured by CNN, NPR, *NBC Nightly News*, *The Today Show*, and *Wired*. A member of the International Coaching Federation, Jeremy speaks frequently before diverse national audiences, including Apple, Google, and the National Academy of Sciences.

Learn more at jeremynsmith.com.