

## Communication Skills - Part 1

*Presented by Lisa Moretto*

Too much time and money is wasted today because information is not effectively communicated. We spend our resources crafting the message or trying to decipher it. In this practical, interactive session, you will learn techniques on how to write more effective and focused communications. Specifically, Lisa will address

- organizing the writing task,
- identifying primary information and directing readers' attention to it,
- arranging facts for maximum impact,
- writing action-getting letters and emails,
- writing direct and concise messages, and
- sharpening personal writing style to create a strong, effective presence.

In today's business environment, we cannot afford to underestimate the power of the written word.

