

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2211](http://www.amanet.org/2211)

## AMA's 2-Day Business Writing Workshop

### Take the strain out of composing any kind of document!

Would you like a quick and easy method for composing documents—letters, memos, reports, proposals and performance appraisals—in an organized format? This seminar provides you with basic formats and formulas for tackling any kind of writing task—and communicating to your readers what they need to know. You'll streamline your writing process and save time by focusing on what to write instead of how to write it. Bring a current project and get one-on-one feedback.

### How You Will Benefit

- Quickly organize your thoughts and generate content
- Eliminate numerous time-consuming revisions
- Rid your writing of "fluff," so you'll generate concise content

### What You Will Cover

- Formats and formulas for various writing requirements
- Gaining familiarity with powerful openings and closings to capture and retain attention
- Thinking logically by blocking ideas and structuring your document using information modeling
- Identifying your reader's needs and expectations to establish the purpose and focus
- Organizing ideas and generating content
- Learning how and when to use the appropriate tone, persuasion and positive and negative words
- Techniques for editing and proofreading the final version

### Who Should Attend

Business professionals at all levels who want a quick and easy approach to any writing task.

### Special Feature

If you wish to bring your own laptop to the seminar, a USB flash drive will be provided to each attendee and a printer available, eliminating the need to write exercises in longhand. You may also choose to bring an existing sample writing piece for one-on-one feedback.

### Schedule

- [2] days - \$2,095 Non Members
- [2] days - \$1,895 AMA Members
- [2] days - \$1,795 GSA

### **Credits**

1.2 CEU/12 PDU\_L/12 PDU

14 CPE

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