

HOW BRIGHT IS YOUR BUSINESS WRITING?

If your team's writing skills are suffering, so is your business. According to the College Board, up to one-third of all employees have poor writing skills – and compensating for them costs companies billions of dollars per year. In a competitive environment and lightning-quick world, every word counts, and your communications with clients, customers and employees can make or break these vital relationships.

If your team's communications skills are in need of an upgrade, **BrilliantInk** can help.

BRIGHTER BUSINESS WRITING WORKSHOP SERIES

The Brighter Business Writing Workshops are designed to transform your workforce into more effective communicators. Our workshops can be customized based on your business needs and can cover a wide variety of topics such as:

- **Back to Basics** - A primer on the business writing skills every employee should know
- **Thinking (and Writing) Like a Journalist** - Essential writing techniques for creating effective media materials
- **Writing 2.0** - Writing for blogs, social networking environments, online press releases, Web sites and more
- **Corporate Speak: Just Say No** - Learning to identify and avoid the perils of meaningless jargon and trite phrases
- **The Power of the Corporate Narrative** - Telling your company's story in a way that inspires others
- **C-Suite Communications** - Developing compelling executive speeches, presentations and other leadership materials

WHY BRILLIANTINK?

BrilliantInk is a team of experienced business writers on a mission to infiltrate companies with better writing. Our writers/workshop facilitators each have at least 10 years of experience and come from a variety of disciplines: advertising, public relations, marketing, corporate and internal/HR communications.

- **We're writing specialists by trade** – Our team has developed communications programs and materials for dozens of Fortune 500 companies, startups and non-profit organizations. We know how to write effectively for business, and we're skilled at creating learning environments where participants thrive.
- **"Off-the-shelf" isn't part of our vocabulary** – Different companies have different needs. Our programs are customizable based on your specific goals and can include as many specific examples related to your business as you'd prefer.
- **We create a one-of-a-kind experience for your team** – Learning to be a better writer doesn't have to be boring. Our workshops are full of interaction, games and animated discussion and are guaranteed to be both informative and fun.

READY TO LEARN MORE?

Whether you're an HR director who wants to incorporate writing skills training into an employee orientation program, a sales executive who'd like to see your team interact more effectively with prospective customers, or a marketing and communications professional who wants to advance your team's writing abilities to the next level, **BrilliantInk** can help. Contact us today for additional details or a price quote.