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## Targeted Skill Development

Write-Logic's intensives address specific writing-training needs. Each intensive is similar to our eight-module program in three important ways:

- Instruction is provided via eLearning, thereby negating the need for classroom attendance.
- All training materials have been customized for those in civil engineering, the environmental sciences, construction, and related fields.
- A skilled writing instructor is assigned to each participant. The instructor offers comments on the participant's own documents and writing exercises.

### Email Excellence

*Email Excellence* improves each participant's ability to write effective emails by focusing on the following five-step process:

- Use the subject line to convey the action required
- Begin with lead sentences that deliver the main message and preview how the rest of the email will be organized
- Enhance and support the message by using graphic devices
- Use letter-writing conventions to convey professionalism
- Avoid practices that could create barriers to the understanding of the messages

### Program Requirements

Participants submit the following course materials for review:

- Exercises devised by Write-Logic
- Two email assignments of their own

Feedback is provided by Write-Logic on the strengths and error-patterns noted in the participant's ability to produce effective email messages.

### Tone Techniques

*Tone Techniques* improves each participant's ability to write persuasive technical documents by focusing on six strategies to adjust tone:

- Write from the reader's perspective using the "You" viewpoint
- Present positive outcomes rather than negative consequences
- Situate the negation to control tone
- Adjust perception through sequencing
- Use the connotation of words to reinforce your messages
- Avoid practices that compromise professionalism

### Program Requirements

Participants submit the following course materials for review:

- Exercises devised by Write-Logic
- A writing assignment of their own

Feedback is provided by Write-Logic on the strengths and error patterns noted in the participant's ability to produce documents using effective tone.