Writing well is the key to advancing our agenda and our ideas. We communicate in writing all the time—in e-mails, in memos, and in reports—but how can we make our writing compelling? How can we ensure our messages have impact?

This one-day course explores the essentials of effective writing. Through individual and group exercises, participants will learn how to write convincing e-mails, compose a memo/executive summary, and incorporate powerful anecdotes. In addition, participants will receive personalized feedback on both their structure and style. Participants will leave the program with an improved ability to write clearly and effectively.

**FACULTY**

Steven D. Cohen is an assistant professor and the academic program director for Executive Education at the Johns Hopkins Carey Business School. He is an accomplished scholar and dynamic trainer who has brought research-based insights to clients in a wide range of industries. Dr. Cohen has been quoted in publications such as the *Financial Times*, *Slate*, *Huffington Post, Inc.*, and *New York Magazine* and was featured in the BBC Radio documentary, "Churchill’s Secret Cabinet."

Dr. Cohen’s work has appeared in national and international publications, including *College Teaching*, *Communication Teacher*, *The International Journal of Listening*, *Listening Education*, *Relevant Rhetoric*, and *Toastmaster* magazine. He has presented his research at top-tier academic conferences, such as the National Communication Association Convention and the Association of American Colleges & Universities Annual Meeting. Dr. Cohen is the author of two books, *Public Speaking: The Path to Success* and *Lessons from the Podium: Public Speaking as a Leadership Art*. Prior to his academic career, Dr. Cohen was an assistant vice president and team leader at Bank of America and later became a senior strategy consultant at IBM Global Business Services. He holds a PhD in communication from the University of Maryland and a master’s degree in public policy from Harvard University.

**WHO SHOULD ATTEND**

This program targets professionals who want to hone their business writing skills. It is especially appropriate for mid-level professionals and new/experienced managers. Individuals, who regularly summarize complex ideas, write webpage content, and craft marketing messages are highly encouraged to attend.

**FEES**

- $1,500 for the 1-day course
- 20% discount to JHU and JHHS employees
- JHU employees may use tuition remission for the seminar

**LOCATION**

Baltimore Harbor East
**Course Schedule**

**DAY 1**

8:30AM - 9:00AM
REGISTRATION AND BREAKFAST

9:00AM - 12:00PM
MORNING SESSION (INCLUDING A COFFEE BREAK)
PRINCIPLES OF EFFECTIVE WRITING
- Finding Your Writing Voice
- The Writing Process
- Structuring Your Ideas
- Writing a Business Memo

12:00PM - 1:00PM
LUNCH AND AFTERNOON PREPARATION

1:00PM - 4:00PM
AFTERNOON SESSION (INCLUDING A COFFEE BREAK)
WRITING WITH INFLUENCE
- Crafting Effective E-mails
- The Anecdote-Creation Process
- Delivering Your Message
- Feedback & Debriefing