

LEARN HOW TO ENHANCE YOUR EMPLOYEES' PROFESSIONAL WRITING SKILLS

BY ATTENDING THIS ONE-DAY,
COMPREHENSIVE PROFESSIONAL
WRITING WORKSHOP,
PARTICIPANTS WILL BE PREPARED
TO:

- ▶ Improve written communication skills in emails, internal and external documents, and reports of those you supervise
- ▶ Provide constructive feedback on written presentation skills
- ▶ Understand different writing styles and approaches
- ▶ Enhance and maintain a professional image
- ▶ Develop a method of writing, reviewing and re-writing with team members
- ▶ Leverage strong written communication skills with your team
- ▶ Ensure written communication aligns with your organization's reputation and branding

MICHIGAN STATE
UNIVERSITY



HR Executive Education
School of Human Resources and Labor Relations

South Kedzie Hall
368 Farm Lane, Room 5422
East Lansing, Michigan 48824

HUMAN RESOURCES EXECUTIVE EDUCATION



YOU ARE
WHAT YOU
WRITE



School of Human Resources
and Labor Relations
MICHIGAN STATE UNIVERSITY

ARE YOUR EMPLOYEES REPRESENTING YOUR ORGANIZATION PROFESSIONALLY IN THEIR WRITTEN COMMUNICATION?

Each year organizations spend a combined **\$3 Billion** on improving their current employees and new hires' writing skills.¹

EMPLOYEES WITH STRONG WRITTEN COMMUNICATION SKILLS:

- ▶ Reinforce or enhance their company's reputation
- ▶ Minimize the time and frustration associated with costly miscommunication and rewrites
- ▶ Increase efficiency and productivity in the workforce
- ▶ Feel confident in their ability to communicate effectively within the organization

¹ Moore, Kaleigh. "How To Hire An Employee With Strong Writing Skills". Inc.com. N.p., 2017. Web. 2 June 2017.

MEET YOUR INSTRUCTOR

Eileen M. Wilson, PhD is a faculty member at Michigan State University and has provided stewardship for MSU for 33 years including serving as special assistant in the Office of the President and Board of Trustees for two years, Assistant Dean of Undergraduate Education in the Broad College of Business, and on numerous university committees. She holds a Master of Arts in Philosophy, Masters in Labor and Industrial Relations, and a PhD in College and University Administration. Dr. Wilson has over 30 years of Human Resources/Labor Relations experience, taught labor management relations at MSU for over 15 years, and teaches a study abroad program in St. Andrews, Scotland each year.



DATES AND LOCATIONS

- ▶ **September 15, 2017**
East Lansing Marriott
300 M.A.C. Avenue
East Lansing, MI 48823
(517) 337-4440

PROGRAM TIMES

Registration &
Continental Breakfast: 8:00am – 8:30am
Program Times: 8:30am – 4:30pm
Daily Networking Lunch: 12:00pm – 1:00pm

REGISTRATION INFORMATION

REGISTRATION FEE: \$495

PAYMENT OPTIONS

- By Credit Card** - Register and pay online using our secure website: hrlr.msu.edu/write
- By Phone** - (517) 355-9592
- By Check** - Complete registration form below and return with payment. Please make checks payable to Michigan State University.

PAYMENT POLICY

PAYMENT MUST ACCOMPANY REGISTRATION
MSU's Federal ID Number is 38-6005984
Registrants will receive a confirmation letter via email.



REGISTRATION

Please complete registration form and return with payment to:

You Are What You Write
Human Resources Executive Education
School of Human Resources and Labor Relations
Attn: Carrie Meorado, Program Coordinator
South Kedzie Hall
368 Farm Lane, Room S422
East Lansing, MI 48824

Participant's name: _____

Participant's title: _____

Organization: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

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