



TD CONSULTING GROUP's *Dynamic Writing 2*[©] is an advanced writing program that features in-depth focus on writing process and analysis. The course deepens skills through multiple exercises and activities in organization, style, and editing. This program incorporates program content in a full-day session and an individual 45-minute critique with a writing coach via telephone. The maximum number of participants is 12. (Prerequisite: participants should have a strong knowledge of grammar and writing mechanics or should have attended *Dynamic Writing 1*[©].)

Learning Objectives: By the end of the session, participants will be able to:

- Practice all elements of the writing process: Organization (using the *TD Method*), Style, and Editing.
- Use the *TD Method* to organize ideas into cohesive documents aimed at getting a response.
- Apply elements of style to ensure strength, brevity, clarity, and readability.
- Self-edit to sharpen and shorten documents and to critique the work of others.
- Identify key elements in their own writing for on-going development and improvement.

THE WRITING PROCESS: The TD Method

Using a case study throughout the session, participants learn and practice the *TD Method* for analyzing and organizing logical and effective documents. The method uses *Five Key Questions* that can be used for all writing endeavors (letters, e-mails, reports, etc.) and a *Compass Point*—a strategic tool used to synthesize documents before they are actually written. Discussion includes identifying purpose, assessing the reader, determining major and minor points to include or exclude, and writing to elicit the appropriate response from readers.

THE WRITING PROCESS: Comparative Style

Participants assess, edit, and rewrite a series of sample paragraphs (based on the case study) to strengthen writing style and increase readability. This module focuses on three essential style elements: be compelling; be brief; and, be active.

THE WRITING PROCESS: Editing

Participants practice techniques to self-edit in-class practice documents and to offer feedback on other participants' writing.

Organization, style, and editing techniques are reinforced in small and large group activities. Participants enjoy ample opportunity to practice writing on their own through a series of in-class assignments.

ONE-ON-ONE COACHING

Each participant will submit a 1- to 2-page writing sample upon course completion, schedule a telephone coaching session, and receive an individual critique from a writing coach within 30 days of the in-class session. The writing coach will provide a color-coded, edited printout of the writing sample via e-mail which will be reviewed with the participant during a 45-minute phone conversation. The coach will specify key areas of improvement for the individual's writing development plan.

For key executives, TD Consulting Group provides ongoing, individual writing coaching over a 3- to 5-month period. Contact us for more details.