Write Wise Communications, LLC

2027 Instructional Design and Course Guide



We drive achievement with effective communication!



Table of Contents

Summary of Services	3
Instructional Design Services	4
Course Offering Snapshot	5
Recommended Training Tracks	6
Keynote Presentations	7
Microlearning Course Descriptions	8-11
Interpersonal Communication In-depth Course Descriptions	12-13
Spoken Communication In-depth Course Descriptions	14
Written Communication In-depth Course Descriptions	15-16
Train-the-Trainer In-depth Course Descriptions	17



Summary of Services

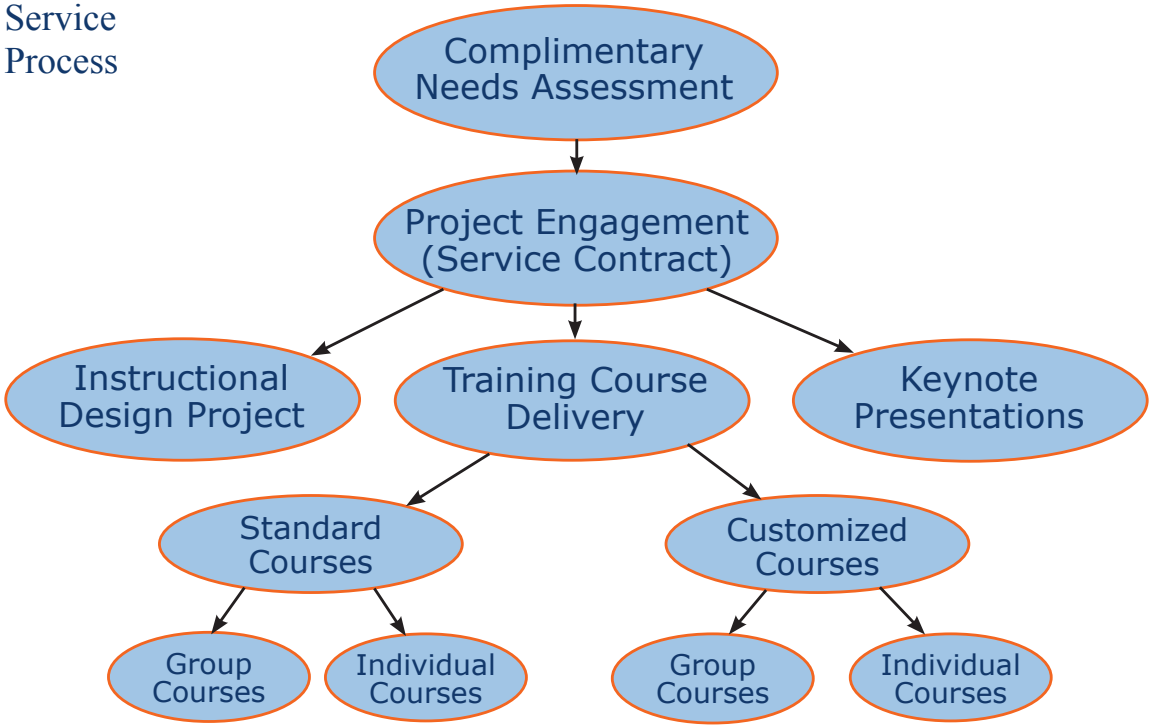
Write Wise Communications, LLC offers multiple training solutions to align with your strategic goals, resulting in the desired impact on your organization. We create customized instructional design on a variety of topics and provide training solutions for business communication. Write Wise uses practical methods to design training materials while applying a turn-key approach to deliver a range of business communication courses.

The instructional design process determines the current needs of the learner, defines the end goals of training, and creates learning materials to bridge the gap. We work with subject matter experts to create training experiences that get results.

Our corporate, instructor-led training offers both in-depth courses and fast, focused microlearning courses on multiple business communication topics, in person or virtually. Standard courses are customizable to your needs. Let us know what you would like to accomplish, and we can tailor our courses to your situation.

Write Wise Communications, LLC has delivered training courses for years. We design our courses to be interactive and have an immediate impact on work. Now, we are expanding to take that same approach to the keynote stage. Our keynotes provide the same practical strategies and interactivity with a more inspirational and personal focus built for a bigger audience.

Service Process



Communication is complex with lots of variables. At Write Wise Communications, we organize training solutions into five categories.

1. Written Communication
2. Spoken Communication
3. Interpersonal Communication
4. Train-the-Trainer
5. Microlearning

Instructional Design Services

Our customized course design approach creates repeatable, consistent and productive results. We empower learners to increase business opportunities, refine customer relationships and promote the organization's future.



Write Wise Communications uses a practical, three-phase approach to design instructor-led training on any topic.

1. Alignment – Understand why the client wants training and the desired results. Determine what the learners need to know and do.

2. Dashboard of Deliverables – Outline in detail all the deliverables associated with the training roll out. Determine whether the project requires workbooks, facilitator guides, PowerPoints, job aids, video or other materials.

3. Implementation – Develop materials, run a pilot and evaluate its effectiveness. *Write Wise* can train your trainers to deliver the content or deliver the training for you.

Below are some instructional design project topics we completed for clients.

- Data Security
- Pipeline Technology
- Leadership/Teambuilding
- Customer Service
- Yoga/Breathing/Focus
- Drilling Optimization
- Introduction to Offshore Operations
- Petroleum Fundamentals
- Elementary Drilling
- Competency Management
- Train the Trainer
- Team Dynamics
- Engineering Quality
- Motivation and Stress
- Effective Communication
- Project Controls
- Project Risk
- Contract Management
- Procurement
- Cost, Estimating and Forecasting
- Construction and Constructability
- Project Leadership
- Collaboration
- Dealing with Change
- Productivity and Decision-making
- Organization and Accountability



Write Wise Communications also conducts training audits and needs assessments, including thorough analysis of training functions, materials and processes, providing a status report and recommendations for improvement.

Course Offering Snapshot

Write Wise Communications offers keynote presentations along with microlearning and in-depth business training courses. Below is a full list of standard courses in various formats. All courses can be customized to fit your needs and are available virtually or in person in the comfort and convenience of your office.

Keynote Presentations

- Angle – Line – Speed: What Whitewater Rafting Teaches about Leadership
- Live Confidently by Taking Charge of Your Personal Growth
- Determining Personalities and Behavior to Create the Right Environment for Growth
- Genuine Connection isn't an AI Tool

Interpersonal Communication Courses

- Addressing Manipulation in the Workplace (50 min)
- Beyond the Blindside (50 min)
- Curb Conflict Proactively (50 min)
- Dealing with Toxic Behavior Patterns (50 min)
- Effective Communication During Career Transition (50 min)
- Effective Questioning (50 min)
- Engagement or Bait? (50 min)
- Executive Presence (50 min)
- Gossip and Gaslighting: Addressing These Behaviors to Create Safe Workplaces (50 min)
- Identifying Toxic Behavior Patterns (50 min)
- Managing Resistance (50 min)
- Managing Tone (50 min)
- Phone Etiquette (50 min)
- Take up Your Space: Confident Communication (50 min)
- Trust and Transparency (50 min)
- Business Acumen (3 hours)
- Business Etiquette Workshop (1, 2 or 3 hours)
- Conflict Management (4 hours)
- Delivering Difficult Messages with Finesse (4 hours)
- Gossip and Gaslighting: Leadership Lessons to Address Manipulation in the Workplace (3 hours)
- Managing Resistant or Negative Audiences (4 hours)
- Project Management 101 (4 hours)
- Prove Your Performance (3 hours)

Spoken Communication Courses

- How to Look and Sound Good Online (50 min)
- Micropresenting (50 min)
- Presenting Globally (50 min)
- Effective In-person Presentations (7 hours)
- Effective Verbal Communication Workshop (4 hours)
- Effective Virtual Presentations (3 hours)

Written Communication Courses

- Compelling Online Meeting Design (50 min)
- Getting to the Point (50 min)
- Job Search Documents (50 min)
- Leading the Reader to Action (50 min)
- Organizing Ideas (50 min)
- Revealing Unconscious Language Habits to Improve Communication (50 min)
- Writing Effective Performance Documentation, Enhanced by AI (50 min)
- Active/Passive Voice (50 min)
- Apostrophes (50 min)
- Commas (50 min)
- Fragments and Run-ons (50 min)
- Prepositions (50 min)
- Effective Email Communication (2 hours)
- Effective Written Communication (4 hours)
- Grammar Refresher for Business Professionals (4 hours)
- Reducing Wordiness (3 hours)
- Technical Writing (18 hours)
- Writing Effective AI-Enhanced Documentation for Your Performance Management System (3 hours)
- Writing Effective Proposals Workshop (6 hours)
- Written Presentation Skills (4 hours)

Train-the-Trainer Courses

- Train-the-Trainer Design (7 hours)
- Train-the-Trainer Delivery (10 hours)

Recommended Training Tracks

We recommend grouping courses into tracks supporting specific business focus areas. Courses can be delivered as a complete set or customized to your needs.

Effective Distance Communication

Virtual is the new norm! Is it effective?

- Compelling Online Meeting Design (50 min)
- How to Look and Sound Good Online (50 min)
- Presenting Globally (50 min)
- Effective Virtual Presentations (3 hours)
- Effective Written Communication (4 Hours)
  - Effective Email Communication (2 hours)
  - Getting to the Point (50 min)
  - Leading the Reader to Action (50 min)

Effective Presentations

The three legs of quality presenting, Delivery – Design – Content! We strengthen all three.

- How to Look and Sound Good Online (50 min)
- Micropresenting (50 min)
- Presenting Globally (50 min)
- Effective In-person Presentations (7 hours)
- Effective Verbal Communication Workshop (4 hours)
- Effective Virtual Presentations (3 hours)
- Managing Resistant or Negative Audiences (4 hours)
- Written Presentation Skills (4 hours)

English as a Second Language (ESL)

(Customized Individual Instruction Available)

The quilt of the English language pieced together one concept at a time!

- Presenting Globally (50 min)
- Effective Verbal Communication Workshop (4 hours)
- Effective Written Communication (4 hours)
- Grammar Refresher for Business Professionals (4 hours)
- Written Presentation Skills (4 hours)

Mergers & Acquisitions/Change Management

Got change? Constant change requires constant support.

- Beyond the Blindside (50 min)
- Micropresenting (50 min)
- Trust and Transparency (50 min)
- Conflict Management (4 hours)
- Delivering Difficult Messages with Finesse (4 hours)
- Managing Resistant or Negative Audiences (4 hours)
  - Managing Resistance (50 min)

Human Resources

Dealing with people is complex. We offer several courses to simplify important communication skills.

- Addressing Manipulation in the Workplace (50 min)
- Beyond the Blindside (50 min)
- Curb Conflict Proactively (50 min)
- Dealing with Toxic Behavior Patterns (50 min)
- Engagement or Bait? (50 min)
- Gossip and Gaslighting (3 hours) or (50 min)
- Identifying Toxic Behavior Patterns (50 min)
- Managing Tone (50 min)
- Prove Your Performance (3 hours)
- Revealing Unconscious Language Habits to Improve Communication (50 min)

Management Development

New managers, old managers, some need to learn, others need to refresh!

- Beyond the Blindside (50 min)
- Curb Conflict Proactively (50 min)
- Engagement or Bait? (50 min)
- Identifying Toxic Behavior Patterns (50 min)
- Managing Tone (50 min)
- Micropresenting (50 min)
- Trust and Transparency (50 min)
- Business Acumen (3 hours)
- Conflict Management (4 hours)
- Delivering Difficult Messages with Finesse (4 hours)
- Gossip and Gaslighting (3 hours) or (50 min)
- Managing Resistant or Negative Audiences (4 hours)
  - Managing Resistance (50 min)
- Project Management 101 (4 hours)
- Prove Your Performance (3 hours)
- Writing Effective AI-Enhanced Documentation for Your Performance Management System (3 hours)

New Employee Onboarding

We support the best first impressions from day one!

- How to Look and Sound Good Online (50 min)
- Phone Etiquette (50 min)
- Business Acumen (3 hours)
- Effective Written Communication (4 hours)
- Project Management 101 (4 hours)

Keynote Presentations



Our keynotes provide the same practical strategies and interactivity as our other courses with a more inspirational and personal focus built for a bigger audience. Each presentation is tailored to your annual meeting, corporate leadership retreat, employee training or development event.

Write Wise Communications would like to introduce our four inaugural topics. Each topic can be customized to your audience and delivered in person or virtually. Many of our microlearning courses can also adapt to a keynote format. We would be delighted to discuss delivering a keynote to your organization.

Scan the QR code for more detailed session descriptions.



Angle – Line – Speed: What Whitewater Rafting Teaches about Leadership

Whitewater rafting is dangerous. Moving water is more powerful than we are. We respect the water and work with it by adjusting our angle, line and speed. This applies to life and leadership because we navigate using our values and experiences. Values and experiences are our rudder (the paddle). This session compares maneuvering in whitewater to the movements we choose with our leadership skills.

Live Confidently by Taking Charge of Your Personal Growth

If you're looking for a motivational experience with practical advice for gaining confidence, this is it! We start with improvement strategies to take up, hold and regain your personal space. Then, we learn ways to position yourself in the room, in the group and in the organization. Lastly, we'll learn to carefully regain lost power with a few simple, yet impactful tactics.





Determining Personalities and Behavior to Create the Right Environment for Growth

Something just isn't right. I'm getting a vibe from this person, but I can't figure out why. This person is giving me the creeps. How do I determine their personality before I hire, partner or befriend them? This session shares five simple, practical behavior strategies to draw out a person's real personality and show their true selves. Then, you can choose to engage or disengage based on observed reactions and responses.

Genuine Connection isn't an AI Tool

A casual encounter at a coffee shop can be your only chance at a first impression. Rooting for your favorite team at a sports event can lead to meaningful connections. Shopping at a local plant nursery is a chance to reengage. In the age where everyone has a camera, what's important to remember about our behavior? This session shares several key qualities to ensure we build and retain good will in our relationships. You'll leave with a refreshed sense of how to be your best self any time, anywhere.



"Practical – inductive vs deductive – was extremely insightful and easy to apply. What a great game changer."

Microlearning

This is an innovative, highly-focused training experience. Our courses offer specific, succinct learning opportunities for immediate impact on work.

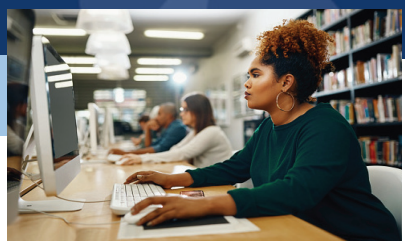


Why is this type of learning valuable?

- It's flexible: anytime, anywhere
- It's fast: 50 minutes
- It's focused: only one topic per class
- It's limited to 15 participants: you get attention, even online
- It's interactive: everyone in class engages in the learning
- It's visual: 85% of learners are visual, whether online or in person

Group and individual courses include interactive instruction for 50 minutes each.

Interpersonal Communication Microlearning Courses



Course Descriptions

Addressing Manipulation in the Workplace

Has anyone ever gone behind your back to your supervisor? Did you find out someone withheld important information? Was someone less than transparent? These are all examples of manipulation. When is manipulation justified? This session shares how to identify unproductive manipulative behavior and recognize dysfunctional cycles.

Beyond the Blindside

You got cornered by a coworker. Your boss is upset, now what? Avoiding the situation isn't working anymore?

What do you do about it? This session shares practical strategies to navigate these common, but tricky, situations. We will learn how to proactively deal with small issues before they become bigger problems.

Curb Conflict Proactively

Conflict management, dealing with difficult people, crucial conversations. These topics provide great tools for untangling existing problems. What if we could avoid conflict before it happens? What if there were behaviors we could implement to effectively deal with others before conflict occurs? In this session, we will learn how acknowledgement, appreciation, nurture and support can build solid relationships to survive when conflict occurs.

Dealing with Toxic Behavior Patterns

Whether it's loud or quiet, we have all dealt with toxic behavior at some point in our lives. Maybe your boss is micromanaging. Maybe a teammate withholds important information. Maybe the Vice President changes data, then blames you when the spreadsheet doesn't work anymore.

How do we notice toxic behavior sooner? What can we do while we make an exit plan? How can we see these people before we ever hire them? This session shares practical strategies for identifying unproductive behavior, then strategies to interact and deal with the toxicity (at least for a while.)

Interpersonal Communication Microlearning Courses

Course Descriptions



Effective Communication during Career Transition

Business is all about relationships. Especially during job transition, we need to stay positive, watch our word choice and communicate effectively. This session focuses on relationship building by sharing practical strategies for networking, informational interviewing, developing your career 360 system and following up.

Effective Questioning

This course presents different types of questions and the situations where they are most effective and appropriate. Some questions are positive and productive, some can be interpreted as negative and manipulative. The content will allow participants to see both and convert some into friendly, polite commands. We will also learn how voice tone impacts the delivery of effective questions.

Engagement or Bait?

We hear a lot about employee engagement these days. What does engagement really look like in the workplace? How is it different from bait? What truly motivates people to work cooperatively?

This session explores the similarities and differences between engagement and bait. We will analyze your organization's engagement culture. The session will also share practical strategies to improve employee engagement.

Executive Presence

This course introduces the core elements of executive presence. Communication, Gravitas, Self-Awareness, Control, Appearance, Consistency, Character and more. It's an opportunity for participants to get a glimpse of their current strengths and opportunities as they navigate their career path.

Gossip and Gaslighting: Addressing These Behaviors to Create Safe Workplaces

This session deals with two common trust breakers and how to prevent, identify and overcome them to promote a psychologically safe culture. Workplace gossip breaks trust. Gaslighting attempts to change people's reality or their perception of what happened. Gaslighting causes confusion and erodes confidence and self-esteem.

This course shares practical strategies to identify and overcome gaslighting and explores the causes, effects and solutions for eliminating workplace gossip. These two common culture-crushing culprits won't have a chance of survival after this

Identifying Toxic Behavior Patterns

We have all dealt with toxic behaviors. What if we could identify the problem patterns before engaging in relationships? It's easy to see yelling and screaming. Those actions stand out. The real damage is usually hidden by a mask or concealed by someone's carefully crafted image.

Diagnosing or labeling people doesn't work, especially if we aren't licensed psychologists. What works is explaining and describing concrete, observable, and unproductive behaviors. This session shares practical concepts allowing you to avoid potential toxic situations or document bad behaviors if they already exist in your organization.

Managing Resistance

When people aren't comfortable, they can resist change, even if they agree with it. This course identifies several common resistance behaviors and how to create safe situations to help people embrace change.

Managing Tone

Too direct? Too negative? Threatening? Rude? Managing tone in writing is challenging because we don't benefit from tempering the message with voice, tone, body language and facial expression. This session shares five practical strategies to manage tone in written (and spoken) messages.

Interpersonal Communication Microlearning Courses



Course Descriptions

Phone Etiquette

Many people don't use their phone as a phone anymore. This course reminds participants about proper and conscious behavior when answering and speaking on the phone.

Take up Your Space: Confident Communication

Making your best first impression takes preparation. This course raises awareness about networking and workplace behaviors like handshake, personal space, courtesy and more.

Trust and Transparency

When have you been blindsided? How did it feel? Most people can deal with change with full disclosure, facts and forewarning. Transparency is part of any effective change effort. This course explores aspects of transparency including types of power and a spectrum of transparent behaviors in your organization.

Spoken Communication Microlearning Courses



Course Descriptions

How to Look and Sound Good Online

When we work from home, we are still at work. This session provides guidance for effectively interacting online. You will learn strategies to help you look and sound good during presentations, meetings and group discussions. We will also share proper online etiquette to avoid misunderstanding and/or workplace problems.

Micropresenting

Announcing a change? Solving a problem? Teaching a new concept? Pitching a product?

We have about nine seconds to compel the audience. That's not much. In a world of information overload, virtual meetings, and social media, we need the skills to cut through the chatter.

This course focuses on six different situations and shares a practical three-step process for tightening and streamlining the message. We then practice delivering those messages for immediate impact.

Presenting Globally

Many global presentations occur in English. However, this doesn't guarantee an easy experience for the audience or speaker. This session shares practical strategies to create more inclusive environments and effective globally diverse experiences.

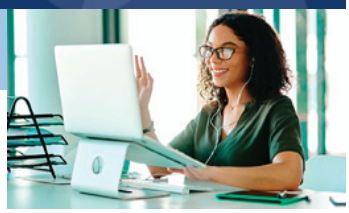
"It was the best session I have attended so far for SHRM. Very informative and kept me interested and very human."

"I WANT TO ATTEND MORE OF YOUR CLASSES!!! SHE IS GREAT."

"The session was informative and Alise took the time to make sure our questions were answered."

Written Communication Microlearning Courses

Course Descriptions



Compelling Online Meeting Design

1) Prepare, 2) Practice, 3) Present - Sounds easy, just three simple steps to get the message across, right? Many of us endure boring, unfocused meetings and presentations. This session shares techniques to energize and engage audiences. You will learn practical tips to create compelling messages, interesting content and captivating virtual meetings.

Getting to the Point

Writers sometimes want to include all the details to avoid missing something. However, writing isn't about including everything, it's a precision message. This course explains how to stay focused and clarify the main idea.

Job-Search Documents

Resumes, LinkedIn Profiles, Cover Letters, and others are the marketing collateral for job search. Effective marketing is consistent, correct and cohesive. This course shares practical strategies for ensuring your written job search materials make the best first impression.

Leading the Reader to Action

Compelling writing motivates the reader to act. This course shares strategies to strengthen the message and push the reader into action.

Organizing Ideas

There are many ways to organize information. This course shares strategies to logically and systematically communicate ideas.

Revealing Unconscious Language Habits to Improve Communication

Communication seems simple. A sender codes the message. The receiver decodes the message. What if the receiver doesn't know the code? As the "public" becomes more diverse by generation, race, and gender in this rapidly changing global communication space, being understood is challenging. If people don't understand, they are immediately excluded from the message. This session shares examples of unconscious language bias and provides practical alternatives to improve communication and promote audience engagement.

Writing Effective Performance Documentation, Enhanced by AI

This course shares how to communicate clearer expectations, justify promotions, and create cleaner terminations. Some added benefits include establishing your own performance and advocating for departmental needs with ease. The course combines practical writing strategies with AI enhancements to create useful descriptions supported by evidence.

Grammar-Related Microlearning Courses

- Active/Passive Voice
- Apostrophes
- Commas
- Fragments and Run-ons
- Prepositions

"LOVED the personable Alise Isbell. From the start you could tell she was very enthusiastic and genuine with everything she said."

Interpersonal Communication In-depth Courses

Course Descriptions



Business Acumen

This presentation explains the dos and don'ts for creating an effective business image. The course covers appearance, approach and acumen, helping make the best first impression.

3 Hours

Business Etiquette Workshop

This course describes basic business etiquette and covers situations business professionals encounter in the workplace. The client can customize the content by choosing from the following topics, based on their needs:

- Networking
- Interactions with Customers or Clients
- Correspondence
- Gender
- Workplace Interactions
- Dining
- International

1, 2 or 3 hours*; Approximately 2-3 topics per hour*

Conflict Management

Any time we work with people, conflict can arise. Sometimes it stems from misunderstanding, other times outside issues cause problems. Successful organizations perceive conflict as an opportunity. This course gives participants tools for recognizing, avoiding and solving conflict in the workplace.

Includes one hour job shadowing with two key participants to gather examples for classroom use.

4 Hours

Delivering Difficult Messages with Finesse

We all encounter difficult situations in the workplace. This advanced communication course blends written and interpersonal skills for all audiences, but particularly managers and supervisors. Participants will learn how to present thoughts clearly, logically, appropriately and persuasively.

Participants will also learn how to align with the audience by adjusting the terms, examples, and comparisons they use.

4 Hours

"Alise has been a delight to work with regarding specific training needs. The Sticky Documentation training program prepares learners with tools they can immediately put into action for employee performance documentation. Alise took the time from the very beginning to fully understand our training need. She incorporated our internal processes into the training as much as possible, which was greatly appreciated. We look forward to working with Alise in the future."

Kayla Baker, SHRM-CP, MBA
Human Resources Trainer, Space Center Houston

Interpersonal Communication In-depth Courses

Course Descriptions



Gossip and Gaslighting: Leadership Lessons to Address Manipulation in the Workplace

Do You Ever Feel Like You Work on an Episode of Survivor? The backstabbing, the alliances, the lying, the gossip, the manipulation, it can all be too much sometimes. Manipulation is sneaky and subtle, and it can wreck relationships and trust in the workplace. Sometimes people mean well. Other times they're deliberate and diabolical.
This session shares how to recognize five unproductive manipulative behaviors and research-based dysfunctional cycles. We'll also analyze causes and effects of gossip and gaslighting. Next, we will practice replacing unproductive behaviors with five productive alternatives to improve work relationships.

3 Hours

Managing Resistant or Negative Audiences

While presenting information, sometimes we encounter unexpected behaviors. Audiences can resist our information, react negatively or just annoy us with heckling. This course helps people turn around situations to create positive outcomes.

4 Hours

Project Management 101

Have you ever organized an event, implemented a new program or launched a new product? These situations have one thing in common: project management skills. Project Management 101 provides participants with basic skills including: planning, scheduling, delegating, budgeting, implementing and managing. This course is geared toward new project managers with limited experience.

4 Hours

Prove Your Performance

Crack the iceberg of self-doubt. State your case. Increase your staff count. Boost your budget. Champion your career. Show your worth. How do you perfect your pitch? Using innovative approaches like micropresenting, this course shares a step-by-step process for gathering info, targeting a message and creating concise and compelling points. Improve your business acumen and career savvy with a few essential communication skills. In two hours, you can build confidence and communicate your value quickly and clearly.

3 Hours

Group Training: We deliver small-group, instructor-led communication courses in person or live online because this method gets the best results.

Customized Content: If there is a topic you need, we use rapid-development techniques to customize microlearning and in-depth courses for your organization.

Individual Training: We offer Individual Writing Assessments and Personal Development Plans. *Write Wise Communications* will analyze your writing and produce a report recommending strategies to improve. We then offer individual microlearning courses to address writing deficiencies.

Spoken Communication In-depth Courses

Course Descriptions



Effective In-person Presentations

This course focuses on the verbal aspects of presenting information. Concepts include:

- Defining your image
- Improving voice tone
- Practicing voice projection
- Creating a presentation
- Confident communication
- Evaluation
- Before and After Presentation Videotaping

7 Hours

Effective Verbal Communication Workshop

This course helps participants analyze their image and create a plan to enhance verbal skills to communicate with confidence to any audience. Anyone who wants to increase sophistication and savvy in the workplace would benefit from this course.

4 Hours

Effective Virtual Presentations

This course focuses on key factors involved with delivering presentations over distance. It includes insights for handling preparation, technology, logistics and cultural issues. Participants should attend ready to share real examples of communicating over distance. These examples will provide the basis for enhancing future presentations through hands-on practice and demonstrations.

3 Hours



"Alise is that rare individual that can communicate a complex topic and then lead a team to accomplish more than the sum of its parts. Alise is always professional, energetic and conscientious on any project and she can be counted on to execute through to completion. I enjoy working with her and would highly recommend her for any workplace learning and performance engagement."

Mark Prasatik – Upstream Director of Learning Technology, BP

Written Communication In-depth Courses

Course Descriptions



Effective Email Communication

This course covers the characteristics of email, evaluating email communication and strategies for organizing emails to get results.

2 Hours

Effective Written Communication

This course enables participants to evaluate their current communication style, tone and effectiveness. It includes basic editing and proofreading skills, while helping participants choose communication tools, use email effectively and improve overall correspondence in their organizations.

4 Hours

Grammar Refresher for Business Professionals

This course guides participants through the key elements of the English language. It provides a comprehensive review of the parts of speech, verb tenses, punctuation, and sentence fragments and how these affect writing. The purpose is to refresh our grammar skills and raise awareness of communication pitfalls to increase effectiveness and improve productivity.

4 Hours

Reducing Wordiness

Many people learned to write by increasing elaboration skills, filling 500-word essay assignments or emulating outdated prose/poetry. However, the business world expects streamlined, straightforward communication. This course shares quick and easy strategies for eliminating wordiness and increasing meaning.

3 Hours

Technical Writing

This course begins with a readability assessment and leads participants through a comprehensive analysis of their technical writing. Concepts covered include:

- Readability Analysis
- Proofreading Strategies
- Grammar in Technical Writing
- Active vs. Passive Voice
- Technical Communication vs. Technical Writing
- Tone/Style
- Making Technical Writing Easy to Use, Understand and Find Information

3 Days, 6 Hours each

Written Communication In-depth Courses

Course Descriptions



Writing Effective AI-Enhanced Documentation for Your Performance Management System

(Formerly Sticky Documentation)

This course builds on our Writing Effective Performance Documentation Course by teaching learners how to effectively integrate their documentation into your performance management system. We reinforce the importance of building rapport and relationships with employees. Then we explain how to enhance descriptions and expectations using AI tools to create the best performance possible. (Organizations must have an existing or in the process of implementing a performance management system as a prerequisite.)

3 Hours

Writing Effective Proposals Workshop

This course, delivered in a learn-then-do format, focuses on the basic components of effective proposal writing. It covers the following topics:

- Following directions
- Planning your writing
- Developing an outline and labeling sections
- Clarifying concepts
- Graphs, charts or diagrams to explain complex information
- Using concise, active and plain language
- Representing the budget accurately
- Delivering as directed

6 Hours

Written Presentation Skills

This course covers various aspects of written presenting. It requires participants to bring an active presentation they are currently writing to develop during the course. With hands-on practice, self-editing and immediate feedback, participants will enhance the written portion of their presentations.

Course Objectives

1. Targeting Your Objective
2. Analyzing Your Audience
3. Designing Opening, Closing and Supporting Points
4. Creating Effective Visuals
   - PowerPoint
   - Flip Charts
   - Handouts
   - Supporting Documents

4 Hours

"The session was very important to my job."

"She gets straight to the point. She's amazing."

Train-the-Trainer In-depth Courses

Course Descriptions



Train-the-Trainer Design

- Developing Training from Scratch
- Basic Training Design
- Levels of Learning
- Developing Measurable Learning Objectives
- Incorporating Learning Styles
- Advanced Training Techniques
- Practicing Feedback

7 Hours

Train-the-Trainer Delivery

- Basic Adult-Learning Concepts
- Benchmark Video Presentation
- Learner-Focused Training
- Preparation and Classroom Management
- Presentation Skills
- Facilitating Group Activities
- Providing Effective Feedback
- Second Video Presentation
- Structuring the Training Session
- Managing Unexpected Situations or Difficult Participants

Day 1 - 6 Hours, Day 2 - 4 Hours

"We have used Alise Isbell from Write Wise Communications for 3 years and we look forward to this partnership for years to come. Alise is uniquely gifted at communicating information in a way that immediately transforms our employees.
Our employees have participated in Effective Writing Courses, Grammar, Email and Professional Verbal Communication. After each class I hear high praise feedback from our students regarding how much they learned, how great it was to have practice and immediate feedback, and they spread the message to teammates encouraging them to attend the next session.

I hope you find what we found in Alise – a great partner in developing our staff to the next level."

Michelle Thompson - Executive Director of Leadership Development,
YMCA of Greater Houston

Write Wise Communications, LLC
blends the art and science of business communication.

We empower clients to transform ideas into clear messages.

We design and deliver corporate training for immediate impact on work!

Write Wise Communications, LLC

448 West 19th Street, #359
Houston, TX 77008
713-557-6112
alise@writewisecommunications.com
writewisecommunications.com

Write Wise Communications provides training virtually or in the comfort and convenience of your office. Please contact us for specific pricing on domestic or international travel.

© 2027 Write Wise Communications, LLC