



Write It Well

Business writing that gets results.

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Write It Well's Individualized Coaching Packages

Our individual coaching packages last for seven weeks. They start with an hour-long meeting in person or online, followed by six weekly online or phone meetings that last 30 minutes or more.

Busy participants can schedule meetings at times they find convenient, and even excellent business writers will benefit from our writing specialists' expertise.

With input from a manager, the writing-skills coach helps each participant define and achieve three or four personal learning objectives. To achieve these objectives, the coach carefully develops and follows a customized program agenda, sets a series of job-relevant assignments, and reviews the completed assignments between sessions. Each week, the coach provides feedback on these learning objectives.

All participants in individual coaching must be committed to addressing their personal writing challenges. They must have full support from their managers, a half hour or more free each week for scheduled meetings, and an additional half hour or more for the assignments. They must also have an idea for at least one job-relevant work assignment.

Developing the Coaching Agenda

After an initial kickoff meeting and a careful review of writing samples, the writing-skills coach develops a customized agenda that focuses specifically on achieving three or four well-defined learning objectives. At the first meeting, the participant receives an agenda for the coaching package; the agenda maps out the focus and assignments for all meetings. Assignments include customized, job-relevant reading and writing exercises taken from Write It Well materials.

Reporting

The coach will send the manager a short update in the middle of the program and will prepare a summary of the participant's accomplishments after the final coaching meeting.

Materials and Costs

Please [e-mail us](mailto:info@writeitwell.com) for more information about materials, coaching fees, and discounts for multiple users.

Write It Well is a Bay Area-based, woman-owned training, consulting, and publishing firm. For thirty years, we've helped busy professionals improve all aspects of their business communications. We offer [nine training programs for business writers](#), and we can custom-tailor a program to the writing needs of any individual organization. For more information please visit [our website](#), write to natashaterk@writeitwell.com, or call us at (510) 655-6477.