



is announcing two professional development courses:

PLAIN WRITING CLINIC

27-28 SEPTEMBER 2016

Overview: If you are serious about simplifying your writing, saving time in doing it, and seeing results quickly, then this two-day intensive course is for you. It supports your agency's compliance with the Plain Writing Act of 2010. You're taught "plain language" writing that is clear, concise, well-organized, and follows other best practices appropriate to the subject and intended audience



Click to see inside

You'll become skilled in writing clearly and briefly while understanding your reader's needs. By writing documents in plain English, you'll save valuable time not having to clarify your meaning to your reader or your boss.

Practical exercises are conducted throughout the course. You'll review, critique, rewrite sample government documents as well as prepare original documents.

Objectives: By the end of the course, you will be better able to write quality documents faster and with greater ease. Plus, you will ensure that your writing is "easy reading" for your reader.

- Topics:**
- + Write clear and complete purpose statements
 - + Develop mindmaps of your purpose and key points integrating them into an outline
 - + Create first drafts with ease by overcoming writer's block
 - + Prepare well-crafted paragraphs with main points and supporting material
 - + Write clear sentences using plain English and edit out "Bureaucratse"
 - + Review and edit your work and the work of others
 - + Prepare "on-target" emails based on common do's and don'ts

Location: 501 W. Ocean Blvd., Room 3470, Long Beach, CA



Tuition: \$299 for 3 or more registered - \$319 for individuals.

Course Details: Joan Wisnosky, www.jaelimited.com, joanw@jaelimited.com, 301-948-7636

Agenda: 27 September

28 September



- 8:30 Introduction and The Plain Writing Law
- 8:45 Exercise - Diagnostic Writing Assignment
- 9:00 **Module 1 - Planning** - Your Purpose Statement
- 10:00 BREAK
- 10:15 **Module 2 - Organizing** - Analyze and Arrange Information
- 11:00 Exercise: Mindmapping and outlining
- 11:45 LUNCH
- 12:45 **Module 3 - Drafting** - Overcoming Writer's Block
- 1:15 Exercise: Developing a rough first draft
- 2:00 BREAK
- 2:15 **Module 4 - Editing** - Enhancing clarity
- 2:45 Exercise: Improving your draft
- 3:30 ADJOURN

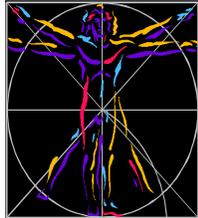
- 8:30 Review
- 8:45 **Module 4 - Editing** (cont.)
 - Paragraphs
 - Sentences
 - Words
- 9:15 Exercise: Targeting paragraphs and building sentences
- 9:45 BREAK
- 10:00 Exercise: Eliminating wordiness and applying plain language
- 12:00 LUNCH
- 1:00 **Module 5 - E-mailing and Texting Tips**
- 2:00 BREAK
- 2:15 Exercise: Reviewing/rewriting samples
- 3:30 ADJOURN



CREATIVE THINKING AND INNOVATION

29 SEPTEMBER 2016

Overview: Have you ever felt that you were missing something when thinking a problem through? This short session will help you capitalize on your strengths and improve your decision making by creating new ideas and being open to ideas from others by deferring any judgments. Creativity can become “a way of life.”



This session will heighten your ability to remove any mental blocks, spark your curiosity and harness your natural talents while maintaining a positive mindset.

And you’ll have a 21 page manual filled with resources, checklists, and coaching exercises to continue your ability to foster a creative culture in yourself and those around you.

Objectives: By the end of the session, you will become familiar with the different styles of thinking and have a chance to expand your thinking through exercises.

- Topics:**
- ✚ Understand the difference between critical thinking and creative thinking
 - ✚ Recognize the core behaviors for creativity
 - ✚ Tap into your personal creativity
 - ✚ Practice creative thinking through exercises

Location: 501 W. Ocean Blvd., Room 3470, Long Beach, CA

Tuition: \$79 for 3 or more registered - \$99 for individuals.



Course Details: Joan Wisnosky, www.jaelimited.com, joanw@jaelimited.com, 301-948-7636

Agenda: 29 September

- 8:30 Understand Critical vs. Creative Thinking - Are You a Left-brained or Right-brained Thinker?
- 8:45 Program Your Own Creative Thinking Enlisting Your Brain Wave Patterns.
- 9:00 Understand How Stress Can Limit Your Creativity? Use Some Stress Busters.
- 10:00 Develop Your Own Creativity Using a Four-step Process.
- 10:15 Take a Quiz Uncovering Your Core Strengths.
- 11:00 Learn Ideas to Stimulate Your Creativity.
- 12:00 ADJOURN

TABLE OF CONTENTS

- Critical Thinking
- Creative Thinking
- Relax to Become Creative
- Brain Wave Patterns Impact Your Creative Mind
- Your Creativity and Stress
- Creativity Can Be Developed
- Preparation
- Look for the Possibilities
- Tips on How to Stimulate Your Creativity
- Contemplation
- Inspiration
- Innovation
- Innovation Steps
- Does Creativity End with Idea Implementation?
- Creativity Exercises

APPENDIX

- Learning from Your Risks
- 27 Tips to Boost Your Creative Thinking Skills
- “Logical” vs. Creative Problem Solving
- Enriching Ideas
- 20 Questions to Encourage Ideas
- Fostering a Creative Culture
- The Golden Rules of Creativity and Innovation
- Innovation Audit
- The Here-to-There Innovation Strategy

