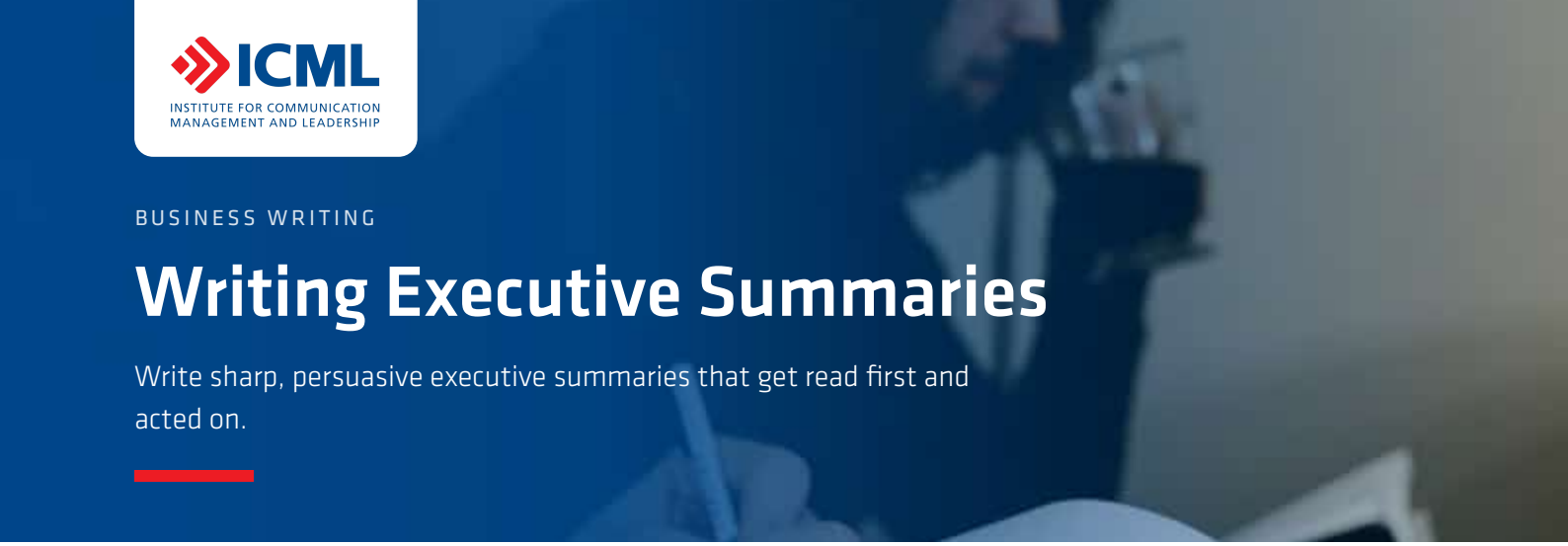

ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP

BUSINESS WRITING

# Writing Executive Summaries

Write sharp, persuasive executive summaries that get read first and acted on.

### WHO IT'S FOR

Professionals who summarise reports and proposals for senior readers.

### DURATION

3 hours, or tailored to your needs

### FORMAT

On-site: we come to you, virtual or hybrid.

## PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Decide what a busy reader most needs to know
- Lead with the conclusion, recommendation or ask
- Condense findings and evidence without losing accuracy
- Write summaries that stand alone from the full document
- Match length and tone to the reader and document
- Test and edit a summary before it goes out

## ABOUT THIS PROGRAM

Our executive summary writing training targets the summaries that fail their readers: a page that repeats the introduction, a summary that does not say what is recommended, a document that cannot be understood without reading the rest. Participants learn to decide what matters most, lead with the conclusion, give the evidence and the ask and make the summary stand alone. They write summaries of real documents in the session, so sharper summaries show up in the next report.

### Tailored to your organisation

We work with your report and proposal templates and real documents, so participants practise on the summaries they write.

**Talk to us about this program**

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Enquire online