THE PERSUASIVE WRITING TOOLBOX
PPPM 607- CRN 37092
Graduate Class: The Persuasive Writing Toolbox
Clear written communication is a core skill for achieving impact in the fields of planning, policy and nonprofits; not only to explain, but to motivate action. While this course will help you to hone all your professional writing, it will focus on writing for diverse external audiences from elected officials and business leaders to collaborative partners, boards of directors, and community activists. Whether you are preparing legislative testimony, engaging with your stakeholders on social media, documenting a compelling vision for the future or a strategic plan that truly focuses action, the best writing for these purposes includes an element of persuasion. This course will emphasis practical writing and systematic editing based on real-life examples and student experiences. You will learn to:

- Match what your audience cares about with the order, style and tone of your writing
- Embed clear and professional calls to action
- Develop practical expertise at editing and revising so that your message is clear and compelling.
WHY CONSIDER A WRITING COACH?

Writing is a critical tool for influencing planning, policy and public management decisions it can sometimes be the only method for communicating with key audiences. Whether you consider yourself to be a good writer or not, a writing coach can help you hone your abilities to clarify your ideas and convey what you know with conviction. A coach works with you in a focused way to address your goals for a specific task at hand. With coaching, you’ll not only strengthen your writing for a particular assignment: you’ll gain practical insights about the writing process that will help you write more efficiently and effectively in the future.

Kathi Jaworski is the PPPM Writing Coach. She holds a Master’s Degree in Planning from MIT, where a mandatory writing class transformed her paralyzing writer’s block into passion for the power of writing to clarify thinking and motivate action! She’s worked as a community organizer, economic development director and for nearly twenty years, as executive director for two nationally recognized nonprofits, including over a decade at Oregon’s Rural Development Initiatives. In 2009, she established her consulting business, Write to Know, through which she serves a wide variety of nonprofits, public bodies and collaborative networks throughout Oregon. She has also written extensively for the Nonprofit Quarterly.

WHAT RESULTS CAN I EXPECT?

If you are stuck on a new assignment, you can get help with getting started. Once you’ve written a draft, you can get help with organizing your material for your audience, tightening your language, and ensuring that your main points shine clearly and persuasively. As you learn by doing, you’ll gain skills that make writing easier and better over time. In the words of last term’s coaching clients:

- “Outlines haven’t always worked for me, and new tools for organizing my writing have boosted my confidence in starting papers and writing them.”
- “Working with a writing coach allowed me to improve the level of every assignment, but also helped me to notice mistakes and self-correct them in the next task.”
- “I learned that re-organizing a paper isn’t the same thing as re-writing it.”
- “I learned to cut words and write more concisely.”
- “Some may be motivated to seek coaching for grades- which will see improvement! But I think anyone who would like to improve their writing or build confidence in their writing should consider coaching.”
- “I appreciated the respectful approach.”

HOW DOES IT WORK?

Easy! Contact Kathi by phone or email to discuss your needs and schedule next steps, which can be a phone conference, email exchange or in-person meeting. Most PPPM coaching will be delivered virtually, and Kathi can provide assistance outside of normal business hours: that’s often when students are working and she herself is a night owl. 48 hours advance notice is particularly helpful, especially around midterms and finals when demand is high.

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