

# Strategic Writing for Managers: Maximise Influence and Impact

## Core skills developed



Decision making & judgement



Productivity & personal effectiveness



Relationship & stakeholder management



Emotional Intelligence (EQ)



Adaptability & learning agility



Analytical thinking & problem solving



Digital literacy & tool confidence



Effective communication



Leading self & others

## Writing that strengthens your leadership presence

AI can support drafting, but effective leadership writing still depends on judgement, sensitivity and intent. This course develops the thinking behind strategic writing, helping participants shape messages that people notice, interpret accurately and respond to with confidence. They explore how tone, structure and framing influence how stakeholders interpret issues and respond, and how to adjust these choices for different contexts.

Participants also learn how to draw on AI without losing their human touch, ensuring their writing supports stronger relationships, clearer priorities and more consistent progress in complex workplace situations.

## Benefits

- ✓ Course participants will strengthen their professional influence by shaping written communication that resonates with stakeholders, supports constructive dialogue and reinforces their leadership presence.
- ✓ Stakeholders will feel more considered and supported, making it easier to build trust and move conversations forward.
- ✓ Your organisation will benefit from strong relationships and consistent collaboration as written communication reflects clearer intent, sound judgement and genuine stakeholder awareness.

# Modules

## Strategic planning for written communication **1**

- Analyse purpose, audience and risks using a practical planning tool
- Shape messages that are targeted, relevant and aligned with stakeholder needs

**Competency:** Plan written communication that aligns stakeholders, minimises misunderstanding and strengthens your influence as a manager

## Clarifying complex information for better decisions **2**

- Distil complex information into clear, structured messages that highlight what matters
- Present essential points concisely to reduce cognitive load for busy readers

**Competency:** Communicate complex information in a way that supports sound decisions and reduces ambiguity for your team and stakeholders

## Strengthening engagement to support responsiveness **3**

- Identify opportunities to strengthen engagement within your workplace context
- Apply techniques that make messages more engaging while maintaining clarity, professionalism and purpose

**Competency:** Use engagement strategies that help readers stay connected to your message so they can respond constructively, even when time and attention are limited

## Writing constructive feedback that supports performance **4**

- Select the right feedback approach for different people and situations
- Write feedback that is sensitive, clear and specific to support improvement

**Competency:** Give written feedback that is sensitive, specific and tailored so people are open to it and can act constructively

# Outcomes

- ★ Make strategic communication choices that strengthen stakeholder alignment and support progress on key priorities.
- ★ Present complex or sensitive information in ways that reduce risk, improve understanding and encourage constructive action.
- ★ Adapt tone, framing and engagement techniques to different stakeholders and contexts to increase influence and impact.