

# Communispond Announces New Virtual Writing Program: Booher Strategic Writing Anywhere™

[b prunderground.com/communispond-announces-new-virtual-writing-program-booher-strategic-writing-anywhere/00232858/](https://bprunderground.com/communispond-announces-new-virtual-writing-program-booher-strategic-writing-anywhere/00232858/)



Communispond continues to expand their list of virtually delivered communication skills training programs with a two-part writing program: *Booher Strategic Writing Anywhere™* and *Booher Strategic Writing Anywhere Part 2™*. Communispond has delivered the in-person version, Booher Strategic Writing® since 2017 and will continue to offer the in-person version in addition to the new virtual versions.

*Booher Strategic Writing Anywhere*, is available as a standalone program, but it is recommended that participants also attend *Booher Strategic Writing Anywhere Part 2* for a full understanding of the strategic writing process. Participants will learn The MADE Format™ which is a proprietary model for structuring business messages and documents. MADE is an acronym for Message, Action, Details, and Evidence. Steps 1-3 of the Strategic Writing process are covered in *Booher Strategic Writing Anywhere* and in *Booher Strategic Writing Anywhere Part 2*, step 3 is expanded upon and steps 4 and 5 are covered.

In *Booher Strategic Writing Anywhere*, participants learn how to:

- Reduce writing time while improving effectiveness.
- Analyze their audience to get the action they want.
- Consider reader reactions for a better outcome.
- Write clear bottom-line messages with appropriate detail.
- Condense document length to save the reader time.

In *Booher Strategic Writing Anywhere Part 2*, participants learn how to:

- Use strategic organizational formats that achieve results.
- Draft clear summaries for all templates.
- Write persuasively to build credibility.
- Improve business writing clarity.
- Make information easily accessible for a variety of readers.
- Draft complex writing projects.
- Create easy-to-read, eye-appealing layouts.

Both programs are delivered by a live, virtual instructor and are capped at 10 participants to ensure a highly interactive and engaging program. While, both programs are each a half day in length, they must be delivered on two different days to prevent participant fatigue and maximize results.

“Communispond recognized the need for a virtual strategic writing program after hearing requests from multiple clients. Concise, clear, structured written communication, be it emails, executive summaries, reports, or other business documents, is essential,” said Caryl Bahner-Guhin, VP of Products & Services. “Communispond created these two programs using the award-winning content from *Booher Strategic Writing* and we are excited to be able to continue to help people communicate effectively regardless of the medium.”

For more information on *Booher Strategic Writing Anywhere* and *Booher Strategic Writing Anywhere Part 2*, please visit [www.communispond.com](http://www.communispond.com).

### **About Communispond**

Since 1969, Communispond has helped more than 800,000 professionals worldwide improve their presentation, writing, sales, leadership, and interpersonal communication skills. Every Communispond program is designed to teach proven, practical skills that can be used immediately back on the job. For more information, please visit [www.communispond.com](http://www.communispond.com) and connect with Communispond on LinkedIn, Twitter, and Facebook.