



# LEADING EDGE CHANGE

Professional Programmes for Peak Performance

## GETTING RESULTS FROM YOUR LETTERS

### A Leading Edge Change in-house Business Skills course

“30% of letters in industry and government are written merely to seek clarification of earlier correspondence or to deal with that request.” What are we to make of this consultancy’s research finding?

People have become impervious to anything that appears to be spin.

They have also developed a healthy resistance to the stream of computer generated letters that land on their desks and doormats.

This course is not for computers! It is for *people* who write letters to get other *people* to do something as a result. At the same time it recognises that output is important as well as quality. The course is participative and can include individual coaching if desired.

#### Key features:

- ◆ Seeing It As The Reader Sees It
- ◆ The Four Stage Approach
- ◆ 21<sup>st</sup> Century Business Writing
- ◆ Strategies for Letters: Saying “No”; Making and Answering Complaints; Seeking Business
- ◆ Ways to Save Time
- ◆ How to Keep Improving

*These focussed development programmes allow us to work closely with your selected employees to deliver more skill enhancements faster.*

**LEADING EDGE CHANGE** is committed to helping business achieve its potential in an ethical and sustainable way.

We all know that business outcomes are a direct result of the activities of the people working on them. To make a real difference people need three things:

1. Motivation
2. To think in ways that allow new distinctions to emerge
3. To be able to build the relationships needed to get the desired results

Combining all the proven benefits of NLP techniques with our extensive business and training experience, our performance training programmes will promote development in all three areas. Furthermore, as learning works best when all senses are engaged, our training challenges participants to engage fully. All workshops and programmes involve practical, interactive experience to make them fun and accelerate easy learning.

Our workshops, development programmes and training courses are available at a timing, length and price to suit your needs. We will run courses and programmes individually or as a package as required.

#### **Other services:**

Our **Personal Executive Coaching** provides confidential one-on-one coaching for directors and senior management, helping them find their own special talents to make the changes that take business forward.

Our **Strategic Coaching** helps a board or management team define their overall business goals and desired outcomes, development the strategy, build and test the business case and business plan and implementation planning and delivery.

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**To book this workshop or to find out more about our training, consulting and executive coaching contact Patricia Scott at:**

**Leading Edge Change  
Rivendell, 5 The Clays, Market Lavington, Devizes, Wiltshire, SN10 4AY**

**Telephone: 01380 816077  
E mail: [pat.scott@leadingedgechange.com](mailto:pat.scott@leadingedgechange.com)**

or visit our website at [www.leadingedgechange.com](http://www.leadingedgechange.com)

