

# Dougherty Dialectic

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## WORDCAMP®

Our writing seminar teaches business writers how to “think story,” develop relevant content, master pacing, progression and construction, and “sell” with every sentence.

### Workshop Details

The course is delivered in one day, usually from 9:00 a.m. until 3:00 p.m., with short breaks in the morning and afternoon and a full hour for lunch.

The seminar is delivered in four blocks, each of which contains interactive exercises.

<b>Module 1: Mastering “Story”</b> <ul style="list-style-type: none"><li>▪ The ubiquity of story in our culture: movies, novels, news, political rhetoric</li><li>▪ How and why the human brain is built to respond to narrative structure</li><li>▪ Identifying 15 prevailing business narratives that play out repeatedly in the press and public</li><li>▪ Dramatic elements that make stories interesting</li><li>▪ Stock characters in business stories, how they are cast, and by whom</li><li>▪ The high stakes of story for major corporations, governments, and other actors whose actions have global impact</li></ul>	<b>Module 2: Story Elements &amp; Construction</b> <ul style="list-style-type: none"><li>▪ Narrative styles: Narrative, Expository, Persuasive</li><li>▪ The art of the headline</li><li>▪ The 3-Act narrative structure and journalism</li><li>▪ How to launch a story</li><li>▪ Complications, characters, tone, voice, pacing, and progression of a story</li><li>▪ The nut paragraph</li><li>▪ Establishing dramatic tension and conflict to capture and retain readers and viewer interest</li><li>▪ Casting an individual, institution or product as the “hero” in a story</li><li>▪ Story resolution and a compelling closings</li></ul>
<b>Module 3: Tricks of the Trade</b> <ul style="list-style-type: none"><li>▪ Converting facts into a prevailing theme</li><li>▪ Translating the bureaucratic into the poetic</li><li>▪ Writing “word pictures”</li><li>▪ Credible dialogue (i.e., executive quotes)</li><li>▪ Deploying aspirational language</li><li>▪ Deploying authoritative language</li><li>▪ Creating context</li><li>▪ Deploying Anecdotes, Metaphors, and Similes</li><li>▪ Using statistics effectively</li><li>▪ Style, tone and tense consistency</li><li>▪ Mastering clarity, simplicity and brevity</li><li>▪ The Aristotelian synch-up: author, content, audience</li></ul>	<b>Module 4: Avoiding Common Mistakes</b> <ul style="list-style-type: none"><li>▪ Ideal sentence length</li><li>▪ Passive language</li><li>▪ Cumbersome phrasing</li><li>▪ Problem prepositions</li><li>▪ Pronoun confusion</li><li>▪ Insincere and unbelievable language</li><li>▪ Jargon and its abuses</li><li>▪ Cliché-identification and elimination</li><li>▪ Listless, reticent words and phrases</li><li>▪ Negatively-framed language that creates visceral distance</li></ul>

## Interactive Learning

The course includes group and individual exercises, which simulate writers' real-life experiences working in corporations and P.R. firms. Participants are provided "raw content"—often disparate and occasionally conflicting — and tasked to draft compelling, persuasive communications collateral such as news releases, media statements, blog and Twitter content, etc., under fierce time pressure. With each subsequent writing exercise, the participant improves as he or she applies the techniques being taught in the seminars.

## Fees

The fee for the seminar is formulated on a sliding scale, based on audience composition and size and the degree of customization requested by the client. <sup>i</sup>

## About The Presenters<sup>ii</sup>

Jack Dougherty is a teacher, author, trainer, and former Fortune 500 corporate and agency executive with 20 years' experience in communications. He is co-author of *Most Likely to Succeed at Work* (St. Martin's Press), a business/self-help book about workplace communications, personal branding and personal reputation management. He has delivered training courses on writing, personal reputation management, and how to meet the press to executives and up-and-coming business leaders at companies such as Anheuser-Busch, Capital One, Gap Inc., General Dynamics and GE, and to P.R. practitioners in boutique and global agencies and to members of the Public Relations Society of America. He has also delivered communications seminars to students at the Mason School of Business at the College of William & Mary and the University of Virginia (where he has instructed since 2006).

Victoria Dougherty has for nearly 20 years distinguished herself as a writer and master storyteller. She has written, translated, and produced television news segments, theatrical plays and video scripts. She has ghost-written articles, speeches and testimony for Fortune 500 executives. Her journalism and essays have been published in the *Chicago Tribune*, the *Prague Post*, and the Sunday edition of the *New York Times*. She is also the author of a novel, *The Hungarian*.

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<sup>i</sup> *Out-of-pocket expenses such as travel, hotels, and meals are pre-approved by clients*

\* *Staffing for each seminar is determined by class size, audience composition and budget*