

His reports generate action . . . Do yours?

Do your reports, letters, memos and proposals generate the action you want . . . and have every right to expect?

If you'd like to improve your Communication Success Ratio, we invite you to enroll on a fifteen day Free Trial basis in MGI's new and novel correspondence program, "Achieving Results With Words".

**Developed for Professionals . . .
Sponsored by Professional Societies**

"Achieving Results with Words" is the only writing program recommended and offered to their memberships by the American Institute of Architects, the American Institute of Industrial Engineers and 18 other professional societies. It is designed specifically to combine your scientific knowledge and training with the concise, results-oriented style of the professional writer.

Two learning Units — Two Reference Binders

The course is divided into two five-section learning units, each contained in its own loose-leaf binder.

The program puts you into the role of newly-appointed Senior Partner of a major consulting firm. In this position, you'll carry out a broad range of written communications activities — writing memos, letters, reports and the like. You'll send your completed exercises for review and comment to the MGI Analysis Center. In return you'll receive some constructive feedback on your work as well as a response appropriate to the simulated business situation with which you're dealing — a letter from your client, a decision from your Board of Directors and the like.

Apply what you learn — immediately

Because you're learning by doing, you'll immediately see how the simulated problems you're dealing with can be related to real situations in your real professional environment.

For example in Unit I you'll learn

- How to get your reader on your side, the key to all writing success,
- How to create powerful, action-generating images with your words,
- How to write reports to produce immediate results,
- How to design the start, form, length and ending of a productive letter,
- How to transform bad news into good — capitalizing on it, and much more.

Then, in Unit II, you'll learn

- How to build your professional visibility with articles and papers,
- How to assess your readers — who they are and what information they want,
- How to decide what to write in a memo . . . and what not to,
- How to edit and how to use editing as a means of improving your own writing,
- How to use creative communications to sell your ideas and yourself, and much more.

You can complete the entire course in about 40 hours . . . at your own pace. When you finish, you'll receive a certificate of Completion, four Continuing Education Units (CEU's), and . . . a lot of vital new skills which your management will immediately recognize.



Two Ways to Enroll — at No Risk

You can enroll for Unit I alone for \$75, then Unit II, for another \$75. Total \$150.* Or you can save \$40 and enroll for the complete program — both units — now, for \$110.* Either way, you send no money, just your order. If you're not completely satisfied, just return the material unused . . . no cost, no obligation, no questions.

— No Risk Enrollment Form —

To: Dept. SN-101, MGI Management Institute
2 East Avenue, Larchmont, N.Y. 10538

Please enroll me in Achieving Results with Words. Send Unit I for 15 days free trial and bill me as indicated below. I understand if I decide not to keep the material, I may return it unused . . . no cost, no obligation, no questions.

Total Course enrollment (\$110)* Unit I only (\$75)*

Name

Address

City State/Prov. Zip/C'ntry.

*You'll be able to CHARGE your enrollment on any major credit card. Better yet, ask your company to pay for you . . . most firms do.

*All prices in U.S. dollars. Outside U.S. and Canada, add \$15 per unit to cover Air Mail of all materials.