

Writing is a core skill easily taken for granted – yet we use it every business day for letters, memos, faxes, e-mail and other on-line communications. It's a fact that poor communication reflects badly on you and your organisation. So it's worth updating your skills in the written word – especially if you feel you could achieve more with your missives!

This one-day practical workshop refreshes basic skills, tackles individual problem areas and provides a wealth of useful information from how to organise your thoughts to how to produce a final layout.

Your Workshop Leader: Richard Ellis

LEARNING OUTCOMES

By the end of this workshop participants will have covered:

- the organisation and structure of effective writing
- the “nuts and bolts” of language
- ideas and techniques to develop individual writing skills
- how to improve your business correspondence
- team support: discussion and action points to develop effective writing for everyone in the team

KEY TOPICS

- Elements of style — expression and impact
- Grammar/spelling/punctuation clarity and consistency
- Language: appropriate and accurate choice of words
- Avoiding ambiguity and jargon
- Tips for writing Minutes
- E-mails: good practice and helpful guidelines

Note:

Each participant receives a bound, 70-page documentation pack with option of accessing further support material on punctuation, grammar, etc.

Outline Programme

Introduction to the Workshop

The ‘Mechanics’ Revisited

- spelling, grammar and punctuation

Sentences that Work

- unity and coherence

A Few Practical Exercises

- re-drafting problem sentences

Refreshment break

Perfect Paragraphs

- cohesion, coherence and the topic sentence

Clarifying your Purpose

Identifying the Audience

Ingredients of a Good Letter

Lunch

Getting the Message Across

- will it have the desired effect?

Letter Writing Exercises

Refreshment break

Feedback on Exercises

Getting Started

- methods which help the writing process

Discussions on House Style

Summing up and Action Plans

Close of Workshop

