

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

**Note:**

*Each participant receives a bound, 70-page documentation pack with option of additional downloads on grammar, punctuation 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**

