

Letters, memos, e-mails, faxes, complaints, sales enquiries and responses... all your correspondence is written to supply information or generate action. Your effectiveness depends, quite simply, on good communication. With the widespread use of e-mail and electronic texting, a new dimension of informality is introduced. The key is knowing how to use new technology while safeguarding against imprecise writing which reflects badly on you – and your organisation.

Your Workshop Leader: Richard Ellis

LEARNING OUTCOMES

- express themselves clearly and effectively in written and electronic correspondence
- distinguish between various types of business correspondence and use each of them with confidence
- develop consistency in style

KEY TOPICS

- Planning and preparation
- Guidelines and underlying principles
- Clarifying purpose and identifying your audience and their needs
- Form and layout: clear presentation and special considerations for electronic text
- Elements of structure: do ideas emerge persuasively?
- Language: appropriate and accurate choice of words; using language as a bridge not a barrier
- Getting the message across: will it have the desired effect?
- Ways of obtaining feedback, especially from e-mails

WHO SHOULD ATTEND

This workshop is designed for all those who have responsibility for composing correspondence on behalf of their organisation or for themselves if self-employed or acting as consultants. It provides examples of successful letters and ways in which the tone and impact of the writing can be improved.

Maximum number of participants: 12.

Outline Programme

Introduction to the Workshop

Ingredients of Effective Writing

- revision of the ‘mechanics’: spelling, grammar and punctuation
- sensible sentences: ideas on unity and coherence
- practical exercise in re-drafting problem sentences

Refreshment break

The Paragraph: Cohesion, Coherence and the Topic Sentence

- exercises in drafting paragraphs

Clarifying your Purpose

Identifying the Audience

Ingredients of a Good Letter and E-mail

SCRAPS

- an aid for your writing

Lunch

Getting the Message Across

- will it have the desired effect?

Practical Writing Exercises

- letter
- e-mail
- fax

Refreshment break

Feedback on Exercises

Methods to Assist the Writing Process

Summing Up and Action Plans

Close of Workshop

Note:

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



COMMUNICATE

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