

WRITING SKILLS

Introduction

The importance of the written word is crucial to conveying the right messages and the right tone to your customers and your colleagues. This theory-based classroom workshop blends key writing skills with your 'style guide' or written word policies to ensure consistency. The workshop uses practical exercises to put skills into practice.

Who will benefit: All staff

Duration: One-day workshop

No. of delegates: Up to 10 delegates

Optional value-add services

- Training Needs Analysis prior to design and delivery to establish exact requirements for maximum programme value
- Phone coaching for each delegate after the workshop to encourage delegates to practise skills and discuss problem areas



DELIVERY

Programme content

- **Introduction** and personal priorities
- **Analysing your readers** – adapting what you write to suit a varied audience/readership
- **Defining the objective** – being clear about what the document is going to achieve
- **Planning techniques** – introducing a range of thinking techniques, including mind mapping and force field analysis
- **Structure and organisation** – typical ways to structure reports and useful techniques to help make the key messages stand out
- **Summaries and introductions**
- **The SPACE technique** – a method for checking that writing is clear, concise and business-like, including use of the passive, how writing style affects tone, and more...
- The main principles of reviewing and proofreading
- Course review
- Skills practice throughout
- **Action plans**

Benefits

Delegates will be able to:

- focus on the key messages to be communicated
- plan their work to make it concise, and complete more quickly
- structure any report from the bottom up or use a template effectively
- construct a convincing argument
- check carefully for errors and unnecessary detail

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