

Course Duration 1 day

Course Objectives

Success in today's organisation is closely related to the ability to communicate ideas and messages effectively and succinctly. Poorly written correspondence can have disastrous results for your organisation and waste valuable time and resources.

By the end of this course, delegates will have developed the necessary skills to communicate ideas in a clear, concise and effective way. This course is highly practical to give delegates the opportunity to apply all the techniques covered.

Who Will Benefit?

Individuals from all disciplines who are called on to communicate their ideas in written format.

Course Content

Written Documents

The purpose of writing
Advantages and disadvantages

Fine Tune Your Writing

Four fundamentals
Why, who, when, how of writing

Make your Writing Clearer

Avoiding clichés
Getting to the point
Active and passive tone
Spelling
Grammar
Punctuation
Sentence analysis
Tautology
Paragraphs and signposts
Categorisation

Know Your Reader

Writing for different readers

The Readability Test

How readable is your writing

Preparation

Mind-mapping
Brainstorming
10 step writing plan
Getting started

Report Writing

Purpose of reports
Advantages
Why many reports fail
Preparation
Gathering material
Report structure – 11 sections
Content and presentation

Letter Writing

Business letters
Business memos
E-mail