

Impressions about you and your organisation often depend on how well you communicate in writing. Effective writing always requires careful consideration of the reader and how you present your message, even in e-mails. In this hands-on workshop, you will learn and practice proven writing techniques that will help you:

- Put your words to work for you
- Express your personality on the page
- Focus on your key strategic message
- Write ideas in clear language avoiding jargon, unnecessary words, phrases and conjecture
- Understanding the rules and techniques to accurately use punctuation, spelling and grammar
- Write persuasively
- Make the writing process faster and more comfortable

## Who Will Benefit?

Anyone who wants to improve their written communication

## Course Outline

- Selecting, planning and organising written communication
- Identifying and defining the strategic message
- Selecting information the reader needs to make a decision
- Creating sentences that are readable and clear
- Punctuation, grammar and spelling – the rules and techniques
- Grabbing the reader in the opening and the closing
- Using the appropriate format to help your readers navigate your documents
- Selecting words that move the reader to action
- Using verbs with precision
- Getting rid of excess words, phrases, jargon and conjuncture
- Choosing your personal tone and style
- Writing exercises

## Duration

1 Day

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