



The Key to Writing with Influence & Impact

SUMMARY

Time is of the essence and producing business documents, whether they are e-mails, letters, proposals or reports, to a consistently high standard is a challenge.

By planning, by understanding your audience, by adding techniques for emphasis, by being persuasive and by improving readability, participants will be able to incorporate these concepts into their own writing for maximum effect.

This workshop allows managers to polish their writing skills so that any document meets its aim first time around.

This workshop can be further customized, if required, to incorporate specific samples executives in your industry need to write.

COURSE OBJECTIVES

The program is designed to ensure that participants can:-

- Apply the techniques of modern business writing;
- Plan, organize and prepare the foundations of their writing;
- Have a greater understanding of the complexities of selecting the most appropriate style and tone for any document;
- Build a better rapport with colleagues and customers through the use of tone and choice of vocabulary;
- Learn to write with impact and emphasis using a variety of structural and language techniques;

- Produce powerful and persuasive writing to achieve their aim and purpose;
- Learn key techniques to write with clarity and conciseness using 'modern, plain' English approaches;
- Learn key unity techniques to structure ideas within a paragraph to achieve better 'readability'; and
- Develop key writing checklists that can then be used for guidance for mentoring subordinates.

METHODOLOGY

Learning methods include:

- Lecture
- Case-study analysis with feedback
- Discussion and brainstorming activities
- Short writing practice exercises
- Case study group writing activities
- Short presentations
- Error correction and feedback segments

FACILITATOR

Please contact your local Language Key office for details on the facilitator.

COURSE CONTENT

- Techniques for planning and organising your documents;
- The characteristics of business writing – clear, concise, lively and direct;
- Developing a versatility in writing with different styles and level of formality – neutral vs. formal;
- Analysis of documents highlighting different directions of communication, and formality;

- Considering the audience and the importance of tone;
- How to maximise goodwill and minimize damage;
- Choosing the most appropriate vocabulary to convey your message;
- How to organize information to make the message have impact – writing with emphasis;
- Writing persuasively;
- Clear & concise writing - Avoiding redundancy and wordiness – the key to modern business writing;

- Improving readability – clarity, unity and coherence in paragraphs;
- Establishing and enforcing good writing standards in the organisation of your documents;
- Writing techniques and writing strategies for different business scenarios; and
- How to edit and proofread your work.

PROPOSED COURSE DURATION

Two days (16 hours)

A maximum of 12 participants is recommended for this program.