



**Please note** that this outline is only intended as a guide and that any event can be customised to suit you.

Events are run using a mix of trainer-led sessions, hands-on practice and group discussions.

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## **Effective Writing**

**(1 day)**

*"Writing is not just 'speaking written down' - it is much more powerful than that!"*

### **Benefits**

To master the skill of good writing is to unleash the power to inform and persuade more effectively than by any other means.

### **Aim**

To develop your business writing skills and unlock the power of the written word in your business environment.

### **Objectives**

By the end of the training you will be able to...

- Describe the function of the four steps in the writing process, (pre-writing, drafting, revising and editing)
- Understand how sentence and paragraph structure affect not only your meaning but how your writing is perceived, (and the response to it)
- Commit to the importance and power of good grammar, punctuation and spelling
- Use the common business writing genres with confidence

### **Content**

- Your audience and the desired response to your writing
- Overview of different writing styles, (and when to use them)
- Correct use of punctuation
- Aspects of good style – parallelism, transition and signposting
- Focusing on clarity and consistency
- Dealing with grammar and spelling – some notorious words and correct subject-verb agreement
- Pros and Cons of different genres – e.g. letters, e-mails, reports & promotional materials
- Editing and proof reading techniques
- Opportunity to practice (& receive feedback on) your writing skills