

DURATION: A one day course

SUITABLE FOR: This course is for staff at all levels who want to produce clearer and more powerful written communication and to save time while they are doing it. It's also a great refresher for anyone whose grammar and punctuation are a little rusty.

COURSE OUTLINE:

OBJECTIVES:

By the end of the course delegates will be able to:

- Understand the basics of English grammar and punctuation
- Become a better speller
- Express yourself persuasively using plain English
- Set the right 'tone' for the situation and subject
- Plan documents that say what you mean
- Produce your first draft quickly
- Write emails and letters that get results

PROGRAMME:

Introduction and icebreaker

- What we are going to cover today

Prioritising the course objectives

- What writing are you doing now?
- What would you like to achieve today?

The basics of grammar for business

- Reviewing the principles
- Understanding these 'building blocks' of language
- Tips for better spelling
- Punctuation and how to use it properly, including the apostrophe

Using plain English

- Using plain English to acquire a more direct writing style
- The techniques to make a document more 'readable'
- Active vs passive – when to use which one and why
- Producing letters, emails and memos that are simple but not simplistic

Getting the 'tone' right

- Keeping it direct but avoiding becoming too abrupt
- How to avoid using condescending language
- Using empathy effectively and at the right time in your writing

How to plan the document

- Emails and letters
- Using the correct layout
- Structuring and sequencing the document effectively

Producing the first draft ... FAST

- Making sure the document says what you mean it to say
- How to revise and produce a final draft
- Final check – making sure the document is right

Conclusion and recap