

DURATION: One day

SUITABLE FOR: People at all levels who want to produce clearer and more powerful written communication appropriate to their audience. Those who want to write in good style and tone for every type of document

Objectives

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

- Confidently write having mastered the foundations of English grammar and punctuation
- Avoid commonly misspelt words
- Express yourself persuasively using plain English
- Set the right 'tone' for the situation and subject
- Plan documents so you say what you mean
- Produce your first draft quickly
- Write emails and letters that get results

Programme

Introduction & Workshop Objectives

Prioritising the Course Objectives

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

The Fundamentals of Grammar for Business

- Reviewing the principles and understanding the 'building blocks' of language
- Tips for avoiding commonly misspelt words
- 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

The Way Forward

- Taking ideas back to the workplace and putting them into action



CPD Certified
6 Learning Hours, 6 Points

For more information or to book please call **020 7256 6668** or email enquiries@gbclearning.co.uk