

Effective business writing (one day)

Effective writing achieves the action that the writer intends. Most working documents are read because the reader *must* read them: the writer's task, therefore, is to make reading as easy as possible.

This intensive workshop covers the essential skills of producing writing that gets results.

Objectives

This workshop enables participants to produce bright, clear, concise working documents. Specifically, participants will leave the workshop able to:

- understand how to use different kinds of document
- plan e-mails, letters and reports efficiently and effectively
- address the reader's needs and expectations more effectively
- use punctuation, sentences and paragraphs correctly
- create a written style that is interesting and easy to understand

This workshop takes an entirely practical approach.

Participants are invited to send examples of their work to the workshop leader prior to the event. They are also invited to bring further examples of their work with them on the day.

The workshop involves close individual critique and coaching. For this reason:

- **numbers must not exceed eight;**
- **post-course coaching is available if required.**

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Effective business writing

Outline programme (one day)

Writing to communicate

What is communication?

The three golden rules of effective writing

Different kinds of document and how to use them well

A systematic approach: planning, writing, editing

Planning

Clarifying your objective

Analysing the audience

Creating a message

Gathering and organising information

Creating a plan

Writing

Tips for writing effectively

Producing a first draft

Using visuals: graphs, tables, diagrams

Editing

Constructing paragraphs

Editing sentences

Choosing words wisely

Using spellcheck and grammarcheck

Action session

Delegates identify actions they will take as a result of attending the course.

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