



# **Online workshop portfolio Summer 2020**

***Alan Barker***

*Kairos Training Limited*

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## Kairos online



Welcome to my new portfolio of online workshops.

I've been training and coaching communication skills, creativity and problem solving for over 25 years. I'm now expanding my portfolio to include online workshop, offered exclusively to my direct clients.

This portfolio includes workshops that I've already run successfully online. Over time, I plan to add further subjects that can be proven to be delivered effectively as virtual workshops.

## Workshop timings

I run some workshops as half-day events (3 hours), and some as full-day events (6 hours).

Half-day workshops run 0930-1230. Full-day workshops run 0930-1630. Each three-hour session contains two 10-minute breaks and a full-day workshop includes a sixty-minute lunch break.

*Writing with Impact* is in two parts, each of which is half a day. We can run each part separately or combine the two parts to create a full day workshop.

## Workshops run with a minimum of one delegate and a maximum of six.

I'm currently delivering workshops using Zoom. I am happy to discuss using other platforms if you wish to do so.

## Course fees

**£80 plus VAT per delegate for a half-day workshop**  
**£150 plus VAT per delegate for a full-day workshop**

You can of course make group bookings and make a single payment for the group. All workshops have a maximum of six places.

To book a place, or to discuss tailored training or coaching for yourself, your team or your organisation, please contact me.

**[alanbarker830@btinternet.com](mailto:alanbarker830@btinternet.com)**

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## **Writing with Impact [two parts: each 3 hours] 25 June; 10 July; 5 August**

We all want our writing to make a good impression.

This two-part online workshop explores key techniques for writing documents that your readers will actually want to read.

- In the first part, we look at the elements of good writing and how to put them together into a coherent strategy.
- The second part of the workshop acts as a surgery: we explore the most common questions about grammar and punctuation, and answer any other queries that you may need answering.

Using appealing visual aids and a useful takeaway workbook, the workshop combines lively activities with comprehensive reference material to help you bring your writing to life. You'll discover how to get it right, how to improve, and how much you already know.

We can run either part of this workshop as a standalone online session. Alternatively, we can run both sessions as a single event, morning and afternoon, or on separate days.

### **Objectives**

As a result of attending, you will be able to:

- understand the key elements of effective writing style;
- construct effective paragraphs;
- manage your sentences;
- choose the right words;
- bring your writing to life;
- understand some of the key elements of good grammar;
- punctuate better; and
- improve your spelling.

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## Writing with Impact: outline programme

### Part 1: the elements of good style [3 hours]

#### What makes for good style?

Compare and contrast: an exercise in first impressions  
The core principles of good writing  
Changes in a living language  
A systematic approach to creating an effective style

#### Knocking your writing into shape

Constructing paragraphs – four golden rules:

- unity
- topic sentences
- coherence
- adequacy

Sentences: shaping and sequencing

- subjects and verbs
- who's kicking whom?
- exploiting the points of maximum attention

Choosing the right words

- plain, fancy or accurate?
- choosing the appropriate tense
- tailoring your style to your audience

#### Bringing your writing to life

Saying what you mean  
Being specific  
Being positive  
Removing blockages

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## Part 2: the grammar surgery [3 hours]

### Common confusions and old chestnuts: the top ten

- 1 How do you use apostrophes (including *its* and *it's*)?
- 2 *Me or I?* (*between/with/from you and me/I?*)
- 3 *Fewer or less?*
- 4 Can you put a preposition at the end of a sentence?
- 5 Can you use *and*, *but* or *because* to start a sentence?  
(And what about *however*?)
- 6 How do you use commas?  
(And what's the difference between commas, colons and semi-colons?)  
(And what about a comma before *and*, while we're about it?)
- 7 *That* or *which* (or *who*)?
- 8 How do we use capital letters properly?
- 9 *The firm/committee/team/group is or are?*
- 10 What is a split infinitive, anyway?

### The role of punctuation

Why punctuate?

The five most important punctuation marks

### Your questions answered

Anything we've missed? Ask us now!

### The Spelling Quiz

'i' before 'e'?

-ible or -able?

-ise and -ize

The top 20 misspelt words in English

UK and US spelling clarified

Words often confused

Quickfire spellings

### Where to go for more

Books and other resources

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## **Corporate Copywriting [6 hours] 24 June; 8 July; 11 August**

In this workshop, we'll explore techniques that can help us achieve tangible cut-through, in both formal and informal copy. We'll investigate the demands made by different kinds of content and how to exploit our reader's core motivations.

### **Objectives**

As a result of attending this workshop, you will be able to:

- define your brand's voice more accurately;
- plan coherently and creatively;
- produce more effective headlines;
- influence and convince the reader;
- bring your copy to life; and
- plan a strategy for future development.

Wherever possible, you will be working on your copy.

### **Outline programme**

#### **Finding your brand's voice**

- the brand spectrum
- defining your brand voice

#### **Understanding your reader**

- what is your reader interested in?
- revealing your reader's motivation
- analysing the reader contract

#### **What do you mean, you don't plan?**

- three key planning questions
- (and the other three)

#### **Four structures**

- the secrets of effective structure
- the structural spectrum
- How to use each structure

#### **Developing your style**

- tone of voice revisited
- the style spectrum
- bringing your copy to life

#### **Action session**

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## Speechwriting [6 hours] 17 July; 12 August

A successful speech transforms thought and feeling into action. It's persuasive, simple and bold. It tells us something authentic about its speaker and binds its audience into a community of feeling. A successful speech is well written. This seminar explores the key skills of writing a powerful speech.

We'll look at how to:

- formulate striking key messages;
- structure a speech as an engaging performance;
- use rhetorical devices to give our language flair;
- make our ideas more memorable;
- adjust the text of the speech to the delivery style of the speaker; and
- help our speeches survive poor delivery.

### Outline programme

#### Introduction and objectives

Objectives for the course

The challenges of speechwriting

Five canons: invention; arrangement; expression; memory; delivery

#### Invention

Understanding the *kairos*

Three modes of appeal

Increasing focus: subject, audience, objective, theme, message

#### Arrangement

Planning the core structure of the speech

Constructing a performance

#### Expression

Creating a style for speaking (rather than reading)

Constructing effective sentences

Rhetorical techniques: imagery, structural devices, figures of speech

#### Memory

Formatting the script

Helping the speaker prepare

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## **Report Writing [3 hours]** **19 June; 21 July; 18 August**

This short, incisive programme covers the essentials of effective reporting. Whether you write short notes, briefing papers or more formal reports, the workshop will help you plan, draft and edit systematically. You'll even discover that report writing can be fun!

### **Objectives**

As a result of attending this course, you will be able to:

- understand the essential components of an effective report;
- produce reports systematically;
- use data and information to support arguments;
- use plain English; and
- understand key issues of grammar and punctuation.

Numbers on this course should be limited to **six**.

### **Outline programme**

#### **Reports: the essentials**

Functions of reports

The key components of an effective report

Time management

#### **Planning the report**

Why are you reporting?

Finding your message

Organising information and ideas

*Practical exercises in planning a report*

#### **Constructing an outline**

Why outline?

Summaries and introductions: what's the difference?

How to make best use of your outline

*Practical exercise: preparing an outline*

#### **Drafting and editing the report**

Paragraphs, sentences and words

Plain English

Grammar and punctuation: what you need to know

*Practical exercises: editing for clarity*

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## **Effective Email [3 hours]**

### **18 June; 23 July; 20 August**

Make email work for you better! We look at how email operates, what it does well and where it's less effective. You'll gain the skills to plan, draft and edit emails that say what you want to say and have a better chance of getting the action you want. You'll also develop a sense of tone and style that's adaptable, assertive and easy to read.

### **Objectives**

As a result of attending this course, you will be able to:

- use email to build productive business relationships;
- address the reader's needs and expectations more effectively;
- tell the reader what they need to hear;
- get action when you need to; and
- adapt your tone for formal and informal situations.

### **Outline programme**

#### **Email: key management principles**

Why use email? (And when not to)

Managing email

- dos and don'ts
- email as a form of conversation

#### **Writing emails: a systematic approach**

##### **Planning**

Building a relationship with your reader

Organising information

- subject, purpose, message
- organising complicated information
- formatting and using attachments

Getting action

- pushing (and pulling) for action

##### **Writing**

Drafting the email: hot tips

Getting the tone right

- being assertive without being rude
- avoiding misunderstandings

##### **Editing**

Checking for content: sound and sense

The style spectrum: formality and informality

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## June 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
				Effective email	Report Writing	
21	22	23	24	25	26	27
Father's Day			Copywriting	Writing with Impact		
28	29	30	1	2	3	4

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# July 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3	4
5	6	7	8 Copywriting	9	10 Writing with Impact	11
12	13	14	15	16	17 Speechwriting	18
19	20	21 Report Writing	22	23 Effective email	24	25
26	27	28	29	30	31	1

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## August 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3	4	5 Writing with Impact	6	7	8
9	10	11 Copywriting	12 Speechwriting	13	14	15
16	17	18 Report Writing	19	20 Effective email	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

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## Alan Barker

Alan Barker is a writer, training consultant and coach, specialising in communication skills, problem solving and creativity. He is Managing Director of Kairos Training Limited.

He is an Affiliate Professional of the Chartered Institute of Marketing and a member of the European Speechwriter Network.

Alan holds a permanent consultancy position with the Greater London Authority. He also works regularly with the Civil Service College and other training organisations.

Alan's [blog](#) contains articles and other materials relating to his work and interests.

Alan has an MA in English from the University of Cambridge and worked for 15 years as an actor before becoming a training consultant.



Alan's books include **Improve Your Communication Skills, Creativity at Work, How to Solve Almost Any Problem, How to Write an Essay, 30 Minutes to Brainstorm Great Ideas, Understanding Innovation, Writing at Work, How to Be a Better Decision Maker, Managing Meetings** and **How to Be Better at Managing People**.

Alan's books continue to be translated into many languages, including Complex Chinese, Czech, Estonian, French, German, Indonesian, Malay, Polish, Portuguese, Romanian, Russian, Spanish and Turkish.



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