Effective writing

This course helps you to write clearer and more effective emails, letters, faxes, memos, short reports and summaries of long reports.

We will work with you to develop a course that suits your needs. You can select the elements you want to include.

Duration	*1 day*
Group size	*Maximum 16 people*
Who for	*People in a wide range of jobs: managers, engineers, office administrators and their assistants, sales and marketing staff, PR staff and many professionals.*

Objectives
- *Structure and organise your emails and reports for maximum effectiveness*
- *Develop a customer-friendly, polite and professional style*
- *Learn to write more clearly and concisely*
- *Communicate your ideas more persuasively*
- *Write good, correct English*

Modules
1. *Writing clear, quick to read emails*
2. *Being polite and customer-friendly*
3. *Organisation and layout of reports*
4. *Sentence structure and punctuation*
5. *Correcting your grammar mistakes*

Why do this course?

Good writing saves time. All of us nowadays are affected by information overload. Many people receive 50 to 100 emails a day, often with long attachments. A clear, concise message is quicker to read and easier to respond to. This course gives you simple guidelines which are easy to apply and will make your writing considerably more effective. Your organisation as a whole will benefit.

Building good relationships is the key to business success. Nowadays, it isn't always easy to meet face-to-face, and most of your interaction may be via the internet. Getting the right tone in your correspondence will help you to develop a friendly and positive co-operation.

Good writing also makes a better impression on your customers. Writing that is well laid-out and contains no grammar or spelling mistakes is a sign of efficiency and reliability. Who would you rather engage for that important project: a careful person or a sloppy one?

Benefits

By the end of this course, you will be able to:
1. structure and organise the content of an email or report so that the reader can see the main points immediately
2. put down your ideas clearly, concisely and logically
3. use the right tone to be polite, friendly and professional
4. lay out your documents so as to create a good impression
5. write correctly, with good grammar and punctuation

Course content

1 Writing clear, quick to read emails

Many emails are just a string of ideas with no logical sequence. The main point or request for action may be easy to miss.

- How to organise the key points in your email
- Where to write requests for action
- How to create a good subject line
- How to lay out your email for good readability

2 Being polite and customer-friendly

There is a huge variety of email styles. An email can be as formal as a letter or as informal as a conversation over coffee. How can you find the right tone for each reader and situation?

- How to be more customer-friendly
- How to adapt your style to suit different kinds of relationships
- What expressions you can use to deal with sensitive situations
- How to get the response you want

3 Organisation and layout of reports

- How to draw up a plan for your report
- How to lay out the document to give a good impression
- How to set down your ideas clearly, concisely and persuasively

4 Sentence structure and punctuation

Many people who have been speaking English all their lives have never learned about the basic components of a sentence. Non-native speakers are usually better at this, though they may encounter differences between English and their mother tongue. Understanding how English sentences are constructed helps everyone to write clearly and correctly.

- The basic components of a sentence
- How to construct short, clear English sentences
- How to punctuate correctly

5 Correcting your grammar mistakes

This workshop will make you more aware of the mistakes you commonly make so that you can identify and correct them when editing your work.

Elements that can be added

We can incorporate specific examples of reports and emails from your company so as to focus on the structure, style and layout required for company documents.

We can also tailor the course to focus on specific types of documents, such as technical reports, executive summaries, recommendations, minutes of meetings etc.

Our approach

We provide clear, easy-to-follow guidelines for good writing, and we set practical tasks so that participants can put new ideas into practice.

We ask participants to bring along examples of their own writing so that we can give individual feedback and help each person to set goals for themselves.

At the end of the course …

We provide each participant with a handbook of guidelines that can be used for reference. Participants can choose to have this on CD-ROM.