

WRITTEN COMMUNICATION

COURSE CONTENT OVERVIEW

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capitaltraining.com



 **6 HOURS**

DELIVERY METHOD: FACE TO FACE OR VIRTUAL

WHO IS THIS FOR?

This course is aimed at people who wish to develop their ability to produce well written and business-focused reports, letters and emails.

It will enable delegates to improve their confidence and abilities by following a structured approach to business writing.

PRE-REQUISITES

Delegates will be asked to bring a piece of written work with them when they attend the course. This may be:

- A document they are about to start writing, and need to plan and organise
- A recently completed document, which they can review when attending the course
- Work in progress, which they can develop while attending the course

COURSE OBJECTIVES

By the end of this one-day course, participants will be able to:

- Apply the POWER model of business writing to help you produce better reports, letters and emails
- Produce reports, emails and letters with a clearly defined purpose
- Select and organise content so that your documents achieve the required purpose
- Apply the principles of Plain English when writing documents
- Apply appropriate email and letter writing etiquette
- Apply at least two different techniques for structuring reports, including constructing a persuasive line of argument
- Write an effective executive summary
- Produce reports, emails and letters which have the desired effect on the reader



COURSE CONTENT

- Overview of the stages of the POWER model – Planning, Organising, Writing, Editing and Reviewing
- Planning – clarifying the purpose of your document; considering your readers; identifying the desired effect of your document and how to achieve it.
- Organising – three categories of content (musts, shoulds and coulds); structures for organising your content; constructing a persuasive line of argument.
- Writing – the principles of Plain English; writing in the active voice; practical exercise to measure the clarity of your writing and how to improve it.
- Editing – good practice guidance on editing your work.
- Reviewing – the two stages of reviewing; practical activity to review example emails and how to improve them
- Practical activities including business letter writing and writing an executive summary
- Action planning – how can I apply my learning in the workplace?

