

## Effective Writing



This practical one-day workshop provides participants with an awareness of the elements of effective writing and practice in its use, so they can capture and continue to engage their audiences, whatever the message

### **Overview**

Whether it to inform, entertain, persuade, cajole, encourage, remind or simply to amuse, we have failed if we do not engage the reader. That means keeping the reader in the forefront of our minds throughout the creative process. Our primary focus should be, 'What do they need?' If we do not meet their expectations, it is likely they will stop reading, and we will have lost our audience.

Capturing the reader starts with an appeal to their senses, carried by a headline or the opening words of a paragraph. In a newspaper, we might equally use an illustration. To keep the reader though, we need something more. They need a sense that they will get from the text whatever it was that compelled them to start reading in the first place. Whether it is drama, excitement or simply information, the reader will be making that assessment with every word they encounter.

Once captured, keeping the reader is as much about avoiding disappointment as it is about feeding the desire. This is where we start to focus on the detail. Poor sentence structure, ambiguity, arcane language, incorrect punctuation or spelling mistakes all disappoint and detract from the reader's engagement. Getting that right is just as important as keeping the momentum of the narrative and fulfilling the promise of those introductory words.

In this course, we look at the elements of structure, style, correctness and impact on the reader, while encouraging participants to evaluate examples of their own work and of others on the course.

### **Aims**

The workshop aims to provide participants an awareness of the key elements of writing effectively and with the opportunity to review and receive feedback on some of their own writing.

## Learning Objectives

By the end of the workshop, you will be able to:

- Explain the principles of good business writing
- Plan your assignment by considering why you are writing and for whom
- Use various tools to organise the content before starting to write
- Apply the principles of good business writing
- Review and edit your text to ensure it meets its objectives
- Proof read documents for accuracy and clarity.

## Workshop Content

- Thinking About Good Business Writing
  - Introductory exercises
- The Process of Good Business Writing
  - Planning and organising
- The Principles of Good Business Writing
  - Accuracy, brevity and clarity
  - Completeness
  - Grammar and punctuation
  - Tone and register
  - Vocabulary
  - Sentence and paragraph length
  - Topic sentences
  - Formatting and presentation
- Review, Editing and Proofing
  - How does it read?
  - Does it meet your objectives?
  - Is it free from mistakes?

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