

Producing Effective Written and Electronic Communications

Duration: 1 day

In an ever increasing competitive environment all organisations need to convey a first class professional image. It is essential for all staff to communicate in a concise, correct and customer focused manner. Inaccurate or ambiguous writing can be very costly and damaging. Good writing skills are there critical when presenting information that must be effective and persuasive.

This course aims to help delegates improve their confidence in writing style and presentation to ensure they present a positive impression of themselves and the organisation. Individuals will take away preparation and planning tools, and methods of reviewing and editing letters and e-mails for use in the workplace. Following completion of the 1 day course participants will be asked to produce written material to be reviewed in a 1:1 session (approximately 40 minutes each session) with the Rhodes trainer. Further advice/guidance will be given on their individual style.

Course Objectives

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

- Ensure that letters and e-mails are 'reader friendly'
- Introduce some preparation and planning tools/techniques
- Identify the key elements of writing: the use of language, sentence and paragraph construction, punctuation and how to avoid the pitfalls of grammar
- Be more confident in their use of language, sentence and paragraph construction, punctuation and grammar
- Show how to use logical structures in writing to keep the reader's interest
- Introduce effective layouts for different types of letters and e-mails
- Introduce a method of reviewing and editing

Course Outline

- Written communication – what are the barriers?
- How to project a positive image
- Preparation and planning
- Choosing appropriate language
- Establishing a structure – sentence and paragraph construction, using the correct punctuation, avoiding the pitfalls of grammar
- Keeping the reader's interest – how to write logically
- How to use different layouts for letters and e-mails
- Reviewing and editing your work – did you meet your objectives?
- Understand more about 'good practice'