

The Mighty Written Word: Report Writing Skills

What's in it for you?

This course is designed to develop the skills of writing dynamically and getting your voice heard. It also helps you prepare reports which ensures that the readers' needs have been understood – and you and they get the answers needed.

What you will get out of it

By attending the course you will:

- Learn how to put your 'story' across.
- Put across ideas clearly and concisely without sacrificing accuracy and precision.
- Constructively evaluate your own and other people's writing.
- Plan and structure written communications appropriate to the purpose and the reader's needs.
- Present well laid out material.
- Use 'plain English'.
- Learn how and when to use 'grabber' headlines.
- Know when to be radical, when to be conservative and how to take calculated risks in your writing.

Key Themes

- Criteria for effective writing.
- Clarifying purpose.
- Targeting the audience.
- Structuring reports/memos/business letters/E-mail.
- Spelling, punctuation and grammar.
- Guidelines to 'plain English' - avoiding jargon.
- Reducing verbiage.
- Visual impact and layout, diagrams, graphs, illustrations.
- Making a statement in your writing.

What's Involved

You start by 'working' in a busy news room preparing 'copy' and leader articles. This gets you in the frame of writing dynamic copy. This course is highly practical and uses examples and exercises which are relevant to the business. All delegates will receive structured feedback on a series of practical writing tasks. A full set of course handouts will be provided to reinforce the key learning points.

“Many attempts to communicate are nullified by saying too much” ROBERT GREENLEAF