

## Written Communication for Managers

1 day  
Course

### 'Creating, Meaning, Context and Impact with the Written Word'

**Business Scenario** Communicating information, ideas and knowledge effectively is key to the success of any organisation. These days emails, letters and reports are the basis for many formal decisions. The difference between a mediocre and an excellent report can be the difference between success and failure. The skills of planning, structuring, editing and thinking about your audience are essential when communicating in writing.

**Who will Benefit?** Those use the written word at work to present information and those who are required to produce reports that are well structured, flow logically and look professional for maximum impact.

**Course Objectives** By the end of the course you will be able to:

- Ensure reports are clear and concise to achieve their intended objectives
- Structure written communication in a logical way to aid reading and understanding
- Develop a persuasive and positive writing style that will influence the reader positively
- Critically review and edit material to enhance impact

#### Course Content

##### Essential planning and preparation

- Defining and understanding the purpose and objectives
- The barriers to communication for the writer and reader
- What is the house style of BCT

##### Creating the structure

- Recognising the needs of the reader
- Organising information in a logical way to create 'flow'
- Incorporating diagrams, statistics and tables

##### Effective writing style

- Use of email for good communication
- Writing difficult letters
- Increasing readability using plain English
- Quick guide to punctuation, spelling and grammar
- Using report layout and format to enhance understanding

##### Putting it into Practise

- Creating a convincing structure
- Writing using the appropriate techniques
- Receiving constructive feedback

#### Course Features

A sample of reports , letters or emails will be brought to the session to review and apply learning and feedback. These are then analysed and individual feedback is given on layout, structure and writing style.