

# The Write Way

## Introduction

Poor written communication can be hugely detrimental to your organisation. Messages risk being lost or distorted, misunderstandings can occur, relations with customers and clients can be damaged and your organisation's credibility can suffer as a result. If your people are able to write professionally, your organisation will project a professional image that builds confidence in your audience and enhances your reputation, while conveying messages and information in a powerful and effective way.

Produced in association with Ellerton Training Services and the Plain Language Commission, 'The Write Way' demonstrates techniques for creating all types of documents and correspondence in a way that is clear, concise and professional, showing how to avoid common writing pitfalls and produce well-written, effective communications that do your organisation justice.



## Audience

Employees of all levels, including foundation level employees, operational managers and staff, HR managers and trainers, and senior executives.

## Objectives

This course will give a better understanding of:

- How to communicate clearly and concisely
- How to create logical structures and clear layouts
- Appropriate style and tone
- How to avoid grammar, spelling and punctuation errors
- The importance of checking written communications before sending

## Content

Techniques for creating all types of documents and correspondence in a way that is clear, concise and conveys a professional image.