

## COURSE FACT SHEET:

# The Write Way

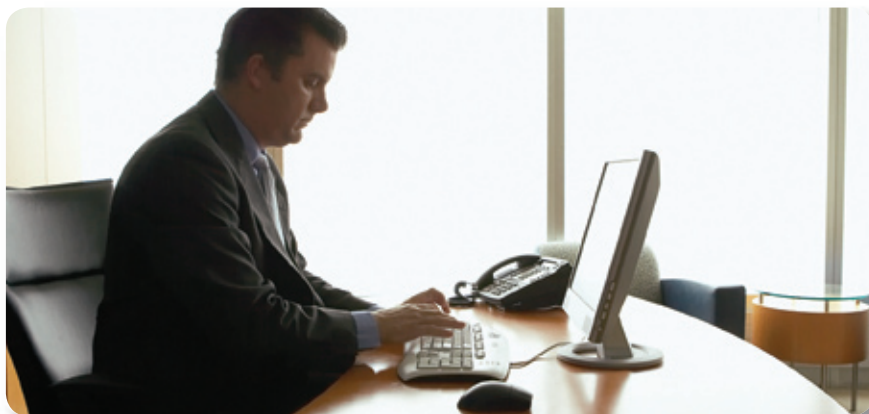
How to write effective correspondence and other documents

### Only when your people write professionally will your organisation project a professional image

E-mails, letters, reports, proposals – whatever your managers and staff write, it has to be clear, properly structured, well phrased, and free from errors. If not, the message is lost, misunderstandings occur, and the organisation's credibility suffers. It is not difficult, however to achieve good writing. The Write Way e-learning resource and live workshops from Skill Boosters offer a practical and engaging learning experience focusing on how to avoid common pitfalls and produce well written communications which get the message across clearly and concisely. Produced in association with respected organisations Ellerton Training Services and the Plain Language Commission, these training solutions will help your staff move beyond flawed and clichéd writing to creating professional documents that produce results.

### How this course will benefit your organisation

Encouraging your staff to undertake this training will focus them on what their documents need to achieve, what their readers need to know, and the best way to express the information. Once they start to produce more professionally written communications, misunderstandings will occur less often, relationships with customers and colleagues will improve, and the organisation's reputation will be enhanced.



### Key learning outcomes

#### 'The Write Way: How to write effective correspondence and other documents' will help your staff understand:

- 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 before sending

Produced by Skill Boosters  
in partnership with:

**Ellerton**  
TRAINING SERVICES

Ellerton Training Services is a company with expertise in customised training, blended learning, e-learning and traditional course delivery.

The Plain Language Commission provide a range of services including accreditation with the Clear English Standard logo on your public documents and website, remote skills courses to improve writing skills and editing of internal and external documents.

**SKILL**  
BOOSTERS  
bringing learning to life

TWW-CFS-0807

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### Course details

#### Overview

This e-learning course or LIVE trainer-led workshop combines structured learning with easy-reference checklists. Suitable for people in all parts of the organisation, it has been developed to help staff at any level including: foundation level employees, operational managers and staff, HR managers and trainers, and senior executives.

#### Course Content

'The Write Way' shows techniques for creating all types of documents and correspondence in a way that is clear, concise and conveys a professional image.

#### Course Outline

##### The basics

- Examples of effective and ineffective writing
- Common mistakes

##### Structure and layout

- Using a logical structure
- Using images for impact
- Avoid ambiguity

##### Style and tone

- Selecting the appropriate tone for your audience
- Using the 'active voice'

##### Grammar and punctuation

- Common punctuation errors
- Avoid sexism
- UK vs. US English

##### Different types of writing

###### Letters

- Presenting the right image
- Effective layouts
- Avoid stilted phrases

###### Emails

- When to use email
- Email as your ambassador
- Flame mail

###### Reports and proposals

- Effective structure
- Tables
- Line spacing

###### Minutes

- What are minutes?
- Sharing information
- Taking and transcribing minutes

###### Assessment quiz

#### LIVE trainer-led

LIVE trainer-led workshops can be tailored to your specific needs.

#### Delivery formats available

CD-ROM and Intranet with user booklet.

LIVE trainer-led workshops

#### Duration

120mins approx.

LIVE trainer-led workshops half day or one day

Please contact us for pricing options, special offers or to discuss a tailored model.

#### Related topics

Take a look at our "Developing Leadership Skills – How to manage people effectively" training solutions.

[www.leadershipskills.tv](http://www.leadershipskills.tv)

#### What sets Skill Boosters apart?

- Our courses consist of credible and best practice learning content developed in partnership with leading subject matter experts
- We can blend subject matter and delivery methods in a unique way
- Our training solutions can be tailored to suit the needs of your staff and organisation
- We create innovative learning technologies to deliver inspiring and accessible training solutions
- Our background and expertise in television, multimedia and education enables us to create rich media-based training solutions which engage learners throughout their learning journey
- We offer a no-obligation 'try before you buy' service



Organisations that have already invested in and reaped the benefits of this course: DEPARTMENT OF TRADE AND INDUSTRY, INLAND REVENUE, INSTITUTE FOR PUBLIC ADMINISTRATION, LOCAL GOVERNMENT ASSOCIATION, ALLIED IRISH BANK, LONDON UNDERGROUND, GREENWICH COMMUNITY COLLEGE, IMPERIAL COLLEGE OF SCIENCE TECHNOLOGY, CIS LTD, KINGSTON UNIVERSITY, THAMES VALLEY UNIVERSITY, WOLVERHAMPTON COLLEGE, BIRMINGHAM CITY COUNCIL, HALIFAX, CHELSEA AND WESTMINSTER HOSPITAL, NEWCASTLE MENTAL HEALTH NHS TRUST, OXFORDSHIRE COUNTY COUNCIL, SALISBURY DISTRICT COUNCIL, ALLIANCE TRUST (FINANCE) LTD, BANK OF NEW YORK, EAST MIDLANDS ELECTRICITY GILFILLAN