

## Writing for Results

How to write effectively for any audience, constructing messages that carry weight and get results



### WHO SHOULD ATTEND

Anyone who has to create reports and other written communications designed to change people's thinking, inform or advise them and inspire them to take action.

### SUMMARY

The head of a major US airline once said that if a passenger finds a coffee stain on a seatback tray table, the message is that the airline doesn't service its engines properly: inattention to minor details may hint at inattention to more critical issues. Your professional credibility may be enhanced or damaged by your ability to communicate effectively, and many professionals who can speak articulately let themselves down badly in their written communication and so lose the trust of others.

In this highly intensive, one-day course, you'll learn to write effectively for a variety of audiences, construct messages which carry weight and result in action, and gain confidence in your ability to write clearly, succinctly and without ambiguity.

### WHAT YOU'LL LEARN

- The importance of good written communication (and the dangers of poor written communication)
- How to write clearly, succinctly and without ambiguity
- How to write with purpose
- How to profile your audience
- How to structure reports and other written communications
- How to create compelling arguments
- Key rules of punctuation, syntax and grammar – a refresher for some and a revelation for others!
- How to avoid common pitfalls in writing
- How to get results from your writing
- How to overcome procrastination and perfectionism so you can finish your work efficiently