

Writing Skills Training

Topics covered in remote delivery

Welcome

Have a plan

Before you decide how to communicate you must know what you want to achieve, who you want to influence and understand that audience.

Understanding your audience

It's not what you say it is what people hear. Who are you writing to? How much knowledge and interest do they have? What does their day look like? What do they need from you? How can you get the decision you need from them? Consider what length, format, channel, language and tone is appropriate for different audiences.

Decide which information to include and which can be left out

Identify which information the reader must know, should know and could know. Balancing level of detail in order to create concise but accurate and clear documents. The importance of backing up recommendations with evidence.

Clarity: the importance of plain English

Plain English ensures the reader can easily understand your writing. Complicated words put readers off and do not make the author sounds more intelligent. Use the active rather than the passive voice. Practical exercises as a group to embed these principles.

Lunch break and practical activity

Participants will have a break and be given a writing exercise to complete during this time in order to practice writing effectively.

Accuracy: spelling, punctuation and grammar

Practical exercise done as a group to emphasis the need for correct spelling, grammar and punctuation.

Editing

Factors to consider when editing work before submitting it.

Effective emails

How to apply the principles of effective writing specifically to emails. Participants will examine examples of poorly written emails and discuss common mistakes to avoid as well as what effective emails should look like.

PQs

A brief overview of how to write PQs, analysing two examples of PQs to determine whether they follow the Cabinet Office guidance.

Wrap up and personal action planning