

# Essential Writing Skills

- 09:00**      **Registration and welcome**
- 09:30**      **Introduction**
- Aspirations for the course – mapping key stakeholders internal and external and the relationships they need to develop – how will written communications help?
  - Why do we need to write well?
  - Earning personal and corporate respect
- 10:15**      **Aspiring to fluency**
- How does a writer earn our respect? How does a good writer impress us? How do we aspire to communicate?
  - What is elegant fluency?
  - Identifying what a writer does to achieve fluency? A critical look at two documents to compare
- 10:45**      **Break**
- 11:00**      **Introducing the 5 steps to fluency**
- Step 1: Getting Started - the basic structure
  - Step 2: Style - shorter and simpler
  - Step 3: Tone - relaxed and professional
  - Step 4: Enhancing the basic structure
  - Step 5: Accuracy - proofreading and presentation
- 11:30**      **Audience / Purpose / Context**
- Explanation of how the model works and supports to build the right relationships and have the right impact
- 12.00**      **Seize the POWER**
- Using the POWER model to write effective documents
  - How to structure arguments and briefings: Musts, Shoulds and Coulds
  - How to use templates and formats
- 12.30**      **Lunch**
- 13:15**      **Report Writing / Proposals / Briefings principles**
- Inverted triangle model for structuring documents
  - Problem / Cause / Solution
  - Questions and Answers
- 13:45**      **Report Writing / Proposals / Briefings principles**
- STAR: Situation, Task, Action, Result
  - Situation, Objective, Appraisal, Proposal

- Exercises in pairs to practice each of these techniques to materials from a fictional case study
- Peer and trainer review and feedback

**14:45**

**Tailoring language for different audiences**

- Fictional Case Study – To prepare responses to different organisations’ letters on the same subject
- Review and feedback of key differences in tone, style and language

**15:15**

**Break**

**15:30**

**Using persuasive writing techniques to construct compelling arguments**

- Rhetorical devices for persuasive writing, counter arguments and using Cialdini’s psychological insights to write compelling and persuasive documents which change minds and influence decisions
- Example of persuasive extracts to deconstruct on slides
- Group session - look back at stakeholder map from Day 1 and decide which stakeholders they need to influence and persuade - what written communications will help them do this?

**Individual Task** – to write briefing or proposal that is persuasive to a selected stakeholder using one of the structural models taught - trainer to review overnight and feedback in one to one session the next day

**16:30**

**Close**