

Effective Writing Skills

10.00 **Welcome and Outcomes for the day**

10:20 **Introduction to basic writing – the POWER Model**

The tutor will look at the principles of good written communications and how to put them into practice. Main points raised include:

- What is the POWER model
- Why do we need to write well?
- Earning personal and corporate respect.

Learning activity: In syndicate groups, participants will be asked to identify and discuss the features of the POWER model and relate this back to their own written communications.

Learning outcome: ensure participants understand the basics of good written communications and to establish a best practice approach to achieving consistently effective written communications.

10:50 **Planning – Effective written communications**

Discussion on important aspects to consider when writing any form of communications. Examination of what people need when receiving a message. Main points raised include:

- Jargon busting
- Identifying the impact of a piece of written communications.
- Achieving clarity

Session objective: To establish best principles for analysing the reader of a letter, their trigger points and their needs.

11.30 **Break**

11:40 **Organising – Structuring the response to relay the message**

Using the three-point principle to help structure written communications. The tutor will look at these three principles of good written communication:

- Purpose
- Audience
- Effect

Learning activity: Participants will look at a letter and associated documents to write a response showing understanding of the purpose, audience and effect model.

Session objective: To discuss and develop a model for establishing the purpose, audience and effect of staff communications in a variety of forms. Using the 3 point principle organise information to present a clear and well-structured report then to tailor content for a different audience.

Explanation of report writing structure 'The inverted triangle'

Learning activity: Participants will look at background information and write a report for a senior management team, critique each other's work and consider improvements to an example version.

12.25 Tailoring for the audience -in the same groups re-work the report for a different audience – consider style, tone and content differences using the 3 point model as a reference point.

12:55 **Lunch**

13:40 **Writing - Creating effective communications**

Practical work bringing together earlier learning and examination of writing accurately, clearly and briefly. The tutor will look at the following topics:

- Use of grammar and punctuation
- Writing do's and don'ts - plain English Campaign principles
- Use of language – creating impact

Session objective: To understand and demonstrate how effective writing can help to minimise bureaucracy and increase efficiency.

14:10 **Editing – Reviewing and redrafting work**

Tutor presentation and practical work on reviewing and redrafting documents drafting and editing text to meet the needs of different audiences. Explanations of a range of writing models. The participants will look at examples and identify what technique has been used.

Session objective: To practise drafting outward-focused written communications which clearly meet the needs of stakeholders and partners – showing understanding of structuring models

15:10 **Break**

15:20 **Reviewing - Summarising and finalising documents**

Tutor input and practical work on summarising documents for a range of audiences.

Session objective: To understand and demonstrate the key principles for creating a final draft of a document.

15:50 **Final Plenary – Summarise your learning for today**

Participants draft a summary of their learning within a limit of 200 words.

16:00 **Close of workshop**