



Write to Succeed

One Day Workshop

Are you a hard working professional and want to write in clear and reader-friendly terms? Well, you can by attending this one-day workshop which is full of ideas that you can apply immediately to improve your writing skills.

Objectives

'Write to Succeed' means precisely what it says! It is a one day workshop that will help you to write in a concise, reader-friendly style to achieve your goals. When you need to write a letter, memo or present an argument you will do so with confidence and professionalism knowing that your writing style is effective.

This workshop is based on some of the key principles introduced in the 'Fundamental Writing Skills' workshop but extends the participant to a higher level.

Participants will learn:

- What to consider before you commence writing.
 - the audience and their expectations
 - what response or action you would like your reader to take
 - potential barriers to communication.
- How to write in plain English. The difference between bureaucratic speak and plain English.
- Structures – how to develop a logical progression of ideas that will assist your readers to better absorb your message.
- How to develop credibility and be more persuasive.
- How to develop better letters, memos, reports and submissions.
- Good writing style and how you can achieve it.
- Simple and concise language – eliminating wordiness.
- Appropriateness – language.
- Sentence length and structure.
- How to avoid ambiguity.
- Writing to build and maintain relationships.
- How to improve grammar and punctuation.
- Short report writing.
- The importance of document layout
- How to edit to improve the end product.



SCHEDULE

9:00am	WELCOME Introductions Your objectives for the day
9.10am	Why become a better writer?
9.15am	Who will be the reader? The three components of communication. Non verbal, tone of voice and words. Potential barriers in the communication process.
10:00am	Plain English. What is it? Plain English versus bureaucratic language In this module, participants will analyse examples of plain English and bureaucratic speak to understand why Plain English is more effective.
10:30am	<i>Morning Break (20 Minutes)</i>
10:50am	Structures In this module participants discuss the use of structures. How to develop a structure that makes it easy to plan a letter, memo or convincing argument using logic.
11.50am	Writing Style In this module the participants will learn how to write in Plain English. <ul style="list-style-type: none"> - improve sentence length and structure - writing in your natural voice - use better words - reducing wordiness - active versus passive voice - first and second person pronouns.
12:40pm	<i>Lunch (45 minutes)</i>
1:25pm	Structures – Participants will learn how to develop a more convincing writing style to advocate their argument. Learn how to write persuasively to achieve your corporate objectives.



2:35pm	How to polish our writing skills Participants will learn to draft and improve their writing through checking for logic, balance in argument, removing redundancies, checking for ambiguities and word choice
3:00pm	<i>Afternoon Break (15 Minutes)</i>
3:15pm	Developing relationships Participants will learn to respond to correspondence in a manner that is courteous, positive and builds relationships.
3:45pm	Layout Layout is an important consideration when planning how to engage the reader. Participants will discuss the importance of layout and how they can improve the way in which they present documents.
4:15pm	Editing Participants learn when it is appropriate to forward their draft to their supervisor.
4:30pm	<i>Finish</i>

Testimonials

“Very friendly, wonderful trainer. Really enjoyed the practical games, scrabble & bingo.”

“Easy to understand and relaxing atmosphere. This is definitely a worthwhile course.”

“The best things was learning to be confident about what I write and knowing I now have the skills to write it. Sue is a fantastic trainer and has helped me a lot in the past 2 sessions.” – Jessica Heinle - Defence

“Sue was so easy to understand and enthusiastic with her workshop delivery” – Karen Guthrie, Defence

“Excellent Course – Well presented by Sue with good contributions by all members” – Stephen Gillow, AQIS.

“The best writing course I have attended” – Stacey Gibson, DAFF.



“Sue Willis is a great presenter. Keeps it fun while we learn” – Glenn Cowling, AusIndustry.

“The whole content was very well presented by Sue” – Jenny Best – Defence

“The workshop broadened my knowledge of writing and gave me confidence that what I am doing is OK” – Susan Taylor - Defence



Enrolment Form - Write to Succeed

Send this form to Acorn: Fax (02) 6217 7001 or e-mail to bookings@acorntraining.com.au

ABN 34073999185

Venue: Acorn Training Centre: 74 Townshend St Phillip

Course date:

Time: 9.00 a.m. to 4.45 p.m.

Attendee	Email Address	Date of Workshop
1.		
2.		
3.		
4.		
5.		
6.		
Organisation		
Branch/Division		
Address		
Phone #		
Fax #		

Payment Details

Total price \$495 x _____ attendees = \$_____

1. Credit Card (Amex, Diners, Visa, MasterCard)

Name _____ Card No _____

Expiry date _____

2. Invoice

Signed off by _____ Name _____

Email invoice to: _____

Terms: Payment is due on or before the day of the course. Cancellation is accepted more than seven days prior to the course date otherwise another person may be substituted. You have purchased a place on the date shown above; changing your booking to a later day incurs an administrative fee. We suggest you send a substitute if you can't come at the last minute.