

Writing with Impact

Effective Writing Skills for Business

In business today, a great many words are generated but few are read. Countless irrelevant emails clog up inboxes, and reports are often long-winded.

Yet our dependence upon the written word has never been greater – increasingly we work with colleagues we never meet in person. Against this backdrop, it is important we know how to get our message across effectively to the right people so that it is acted upon.

This workshop reviews the changes in communications which are happening as a consequence of the digital revolution and examines the challenges facing delegates as a result.

Delegates review ways in which they can improve their writing, paying particular attention to appropriate style, structure, persuasiveness, and the use of grammar and punctuation in English. The format and etiquette of different types of communication, including email, are examined.

Delegates learn how to read someone else's communications preferences, and how to adapt to them. The workshop finishes with a writing "clinic" which gives delegates the opportunity to practice their writing and receive personal feedback from the tutor and colleagues.

Learning Outcomes

After the workshop, delegates will know how to

- **structure their writing appropriately for the right audience**
- **make a call to action**
- **format documents so that information is digested easily**
- **improve their writing style, eliminating factors which make it difficult to read**
- **how to make their language engaging and compelling**
- **understand other people's communications preferences and how to craft their message in a way that will be well received**



This workshop is appropriate for all employees at all levels.

Jennifer Fitzgerald



Jennifer is an executive coach and trainer of interpersonal skills. She is an accredited trainer of NLP (neurolinguistic programming) and coach trainer with the International NLP Trainers Association. She has trained in accelerated learning and had preliminary training in cognitive behavioural therapy and other psychological disciplines.

Jennifer brings a high degree of business expertise to the programmes she runs. Her credentials come from a highly business focussed career with Schlumberger, Mastercard and Barclaycard. She has extensive international experience and speaks both French and German.

Jennifer runs training courses and coaching programmes at market leading companies, the programmes she runs are fast-paced, thought-provoking, interactive and fun!