

### **Persuasive Business Writing Skills**

#### Who is it for?

This workshop is for technical people responsible for presenting findings; financial staff presenting figures; management producing data for board decisions; political advisers drafting for their seniors; and anyone who has to formulate ideas to influence decision makers

#### What it is about?

This course is designed to refine report writing skills so that all reports produced have impact; take less time to read and write and instigate action

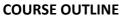
#### What will it cover?

- Avoiding 'stream of consciousness' writing
- Focussing on the impact of structure
- Planning strategically to make the job easier and quicker
- Collecting and organising material efficiently and effectively
- Handling words and visuals appropriately
- Developing a style suitable for the reader and which is natural for the writer
- Identifying short cuts to communication
- Using persuasive language
- Blending individuality with a corporate style

# Content

# Planning & Structure

- Introductions & Objectives
- Understanding the Communication Model
- Why are you writing? The 10 Point brief
- Readership who are they & how do they read our reports?
- Communication objectives harnessing the power of emotion
- Planning your communication
- Structuring your communication
- Structuring your argument: 10 options for maximum impact
- Supporting the argument
- Review of examples of good / bad emails [1]





### **Business Language**

- The impact of poor business emails
- Achieving the ABC of Business Writing though the application of SPACE
- S: from complex to Simple
- P: from negative to Positive
- A: from passive to Active
- C: from ambiguous to Concrete
- E: from waffle to Economical
- Review of examples of good / bad emails [2]

# **Punchy Writing**

- The 'fog' factor
- Sentences, paragraphs & sections
- Punctuation & grammar revisited
- Proof reading
- Overcoming writer's block
- Readership revisited the 4 working styles
- Following up your email for maximum impact