

Writing for High Impact

Write with clarity, power and precision



“I came here expecting to learn how to write a report but I am going away with much more - a method that I can apply to all communications.”

Simon Bradnock
HBOS

Public dates 2010

18 - 19 January
25 - 26 March
16 - 17 Jun
20 - 21 September
25 - 26 November

Public course details

Cost
£800 plus VAT per person

Includes
Course materials,
refreshments and lunch

Location
31 Southampton Row
London WC1B 5HJ

Times
9.30AM - 4.45PM

What you will learn

Writing for High Impact provides a set of strategies which will enhance your ability to write:

- **reports** that are clear with key information easy to find and to use
- **emails** that highlight the important details and comply with the latest best practice and laws
- **specifications and plans** that clearly communicate complex information
- **company-wide messages** that are concise, effective and get to the point quickly
- **product information** that can be used by a variety of customers
- **presentations** that make their mark with graphics and text working together.

Course goals

The goals of this course are to learn Information Mapping so that you can:

- communicate effectively with your customers and all areas of your organisation
- dramatically reduce the amount of time you spend writing documents
- develop materials holding relevant information at an appropriate level of detail for all your audiences.

Who should attend?

Writing for High Impact is ideal for anyone whose work requires them to:

- create documents which influence decisions or offer solutions
- provide project management information, such as Prince II reports
- write documents, such as surveys, ITT's, or feasibility studies
- provide briefings, policy announcements, or directives.

Considering an in-house course?

We can deliver a standard or customised version of this course for you in-house. Please call us on 0845 122 7102 for an informal chat about your requirements or to request a quote.

We recommend the following for a successful in-house event:

- minimum 4, maximum 10 participants per course.
- a PC-equipped training room with MS Word available on all machines.
- a screen, projector and flipchart in the training room.

Writing for High Impact



“I could have done with this 10 years ago – 10 years wasted.”

Carole Jones
Barclaycard

“I have really enjoyed this course. It has opened up a whole new way of thinking about and writing in a business environment.”

Sabine Grun
American Express

Delivery modes

This course is available in the following modes:

- E-learning: £198
- Self-study: £228
- Public : £800
- In-house: Please call

Visit the 'Communication Courses' section of our website for a full explanation of these modes. Prices are per person and exclude VAT.

How you and your organisation will benefit

Reduce decision making cycles

- Make your contribution clearly and concisely.
- Use direct language and style to identify and define problems and issues.
- Help your colleagues to focus immediately on the relevance of your points, rather than struggling with your style.

Focus on your readers

- Present reports in ways that are easy to grasp and follow.
- Organise material in a sequence that makes sense to the reader.
- Avoid unnecessary padding - include only what is relevant.

Stop wasting your reader's time

- Eliminate unclear, confusing and inappropriate language.
- Avoid using words that slow readers down.

Create quality communications for customers

- Project a polished image through your writing.
- Structure your thoughts effectively.

Course outline

Key communication concepts

Getting started with an 'instant outline'.

Five principles governing the quality of information transfer.

A modular approach to presenting information needed by readers.

A proven approach to organising information

Finding a purpose and getting the desired response.

Defining your reader's point of view.

Pinpointing the information your reader needs.

Presenting information

A tool kit of presentation techniques that enables you to create the desired impact.

Four effective ways to present decisions and actions.

Eight guidelines for presenting policies and facts.

Refining your analysis and content

Instant frameworks for the most frequently written reports.

Applying your frameworks to presentations.

Adapting your style to your audience.

Solving the issues of sequencing, transition and consistency.

Knowing when to stop.

In the public, in-house and self-study versions, a case study helps you see how to implement your skills back on the job.