

Writing for High Impact

Write with clarity, power and precision

Course goals

The goals of this in house 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.

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.

A case study helps you see how to implement your skills back on the job.

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.

What you will learn

Writing for High Impact provides a set of strategies, based on Information Mapping, 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.

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.

Thinking of running an in house course?

Numbers and facilities for the course

We recommend the following for a successful in house event:

- a minimum of 4 and 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.

Customisation and pricing

If you are interested in:

- customising our *Writing for High Impact* course for your organisation's specific needs, or
- finding out about the cost of running a standard or customised in house course

call us on 0845 122 7102 for an informal chat about your potential needs.