

Advanced Business Writing

Aim

Getting maximum impact in minimum time

What's it all about?

Good writing leaves readers inspired by what they have read and open possibilities. Readers then literally turn words into actions. This workshop shows participants how to create the intimacy and passion that all good writing demands regardless of the format.

Why iOpener?

Letters, speeches, internet documents, marketing plans, proposals and reports are the bread and butter of business. Because they catalyse action and get results. Our team is grounded in writing skills because like every business, these lead to success.

How?

This workshop concentrates on style and content for many different types of document. Participants will focus on their own personal needs and requirements during the workshop. And they'll both give and receive feedback on what they write. That means submitting written documents before the workshop in order for facilitators to prepare and tailor the workshop so that it fits everyone's needs.

Participants?

This workshop is for up to six people for a whole day and four people for a half day workshop.

Outcomes:

Participants will:

- Know how to plan and prepare a variety of documents
- Understand the key success criteria for different documents
- Be able to use language effectively
- Write logical, punchy and credible documents
- Implement techniques and receive feedback during the session

Participants cover:

- Understanding others' need and your value proposition
- Working with structure and clarity: options for speeches, internet documents, reports technical writing etc
- Identifying and using different styles
- Making it personal and why this is important
- Developing language skills – colourful and grey language; power talk and what gives your writing the X factor
- Analysing great documents: why, what, and how
- Advertising: making successful ingredients your
- Using journalese and why it helps

Target group

Participants who want to take their writing to the next level.

Duration

1 day