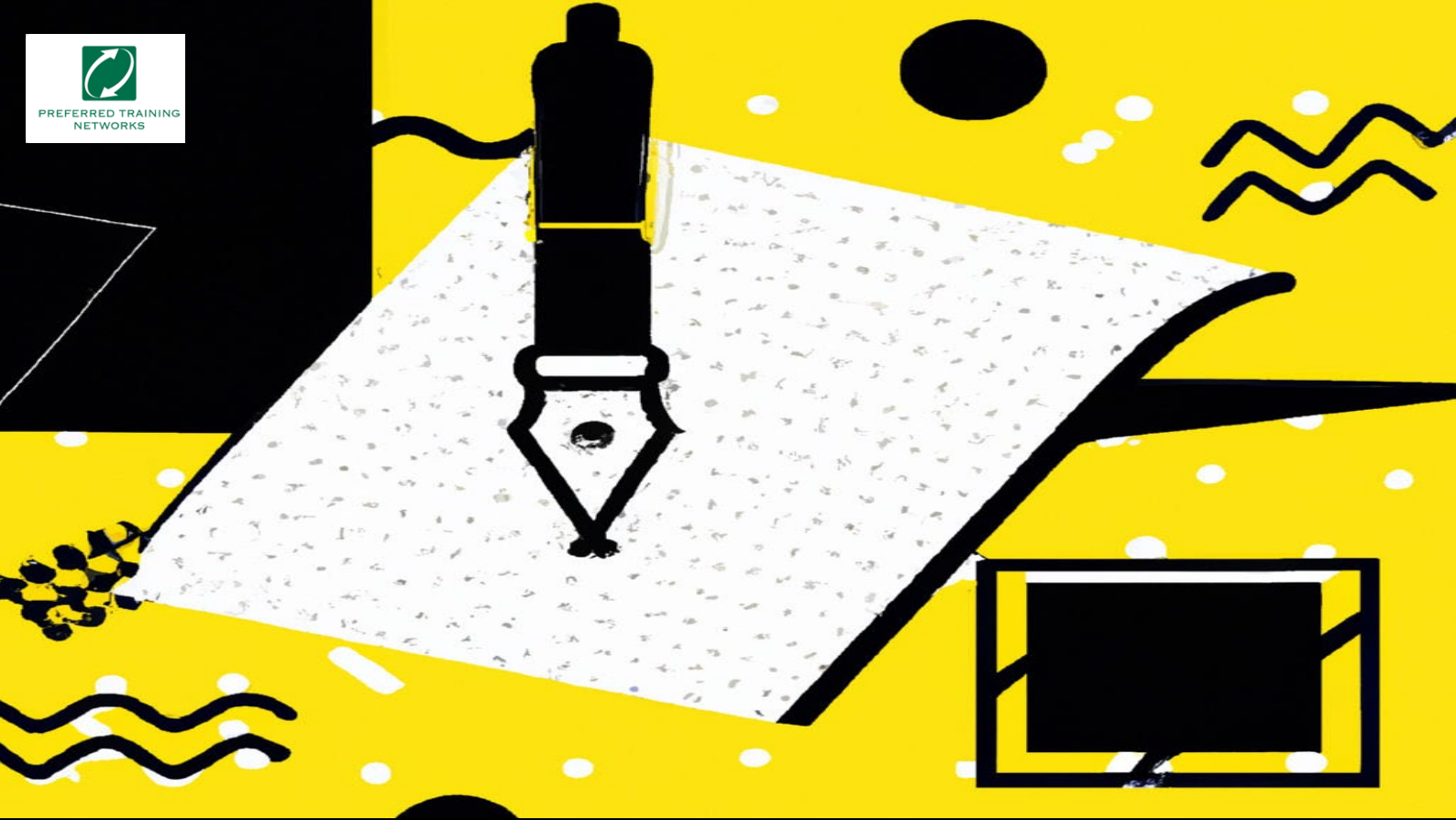




PREFERRED TRAINING NETWORKS



WRITING SKILLS

"The difference between the right word and the almost right word is the difference between lightning and a lightning bug" - Mark Twain

Writing Skills is an essential and rewarding course designed to help participants become more proficient in their written communication. Through focused and interactive exercises, participants will learn to enhance their ability to communicate clearly, concisely, and persuasively by mastering the art of written composition. Participants will be encouraged to develop a strong outlining process, discover powerful words and phrases, and tackle challenging editing work--all with the goal of making written works stand out. This course is designed for aspiring writers and professionals alike looking to sharpen their writing skills.

Key Course Content:

- Recognise the #1 cause of confused and disjointed writing.
- Understand the role of the left-brain and the right-brain in composing business writing.
- Use powerful active verbs to make their writing come alive.
- Experience the value of re-writing - and how for nearly all writers, to achieve clarity, simplicity and brevity, rewriting is the answer.
- Effectively and efficiently edit and proofread either their own or someone else's writing.



Target Audience:

The course can be tailored for the specific cohort whether it be the leadership team, another group of managers/team leaders or employees.



Duration:

This course is available as a 1-day course or a truncated half-day course.



Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



Group Size:

We recommend a group size of 4-10 people.

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