Writing for Results:
Advanced Techniques

How to draft clear, concise and persuasive texts

This two-day workshop will enhance your skills in getting results by making a logical case and meeting the information needs of management. You will learn how to build your analytical argument with a reader-focus to support your strategic recommendations. The techniques apply to a wide range of on-the-job texts, such as emails, reports, policy analysis, and briefing notes. With its focus on broader writing techniques, this session complements the one-day workshop on Writing Strategic Briefing Notes.

Audience

This course is designed for employees at various levels of the organization, as well as intermediate and experienced writers who produce analytical, problem-solving texts aimed at decision makers, or substantive reports. Also, managers who edit the work of their team will gain practical techniques for presenting persuasive messages to achieve desired results.

Instruction Methodology

The workshop includes interactive discussion, editing exercises, writing assignments with feedback from the instructor, and critiquing of actual samples to enhance editing skills. The exercises will provide hands-on practice in planning, composing, and editing a text.

Topics:

- Assessing the reader's needs in relation to your message
- Drafting concise, relevant emails and short reports
- Applying plain language techniques for clarity and readability
- Structuring longer texts to support your bottom-line and focus on results
- Creating a summary that reflects the key content of a longer text
- Editing tips to improve the logic, flow, and coherence of ideas
- Giving constructive feedback on the written work of others