



Effective team communications: creating a voice

Our courses

We all have many more written business communications to read than time in which to read them. Are your team members adding to this information overload? Is their tone of voice appropriate?

Getting messages across quickly

Effective written communication means readers understanding – and acting on – information quickly and easily. Our trainers are all experienced writing experts. We'll show you how to lead your team's written voice and produce writing that gets results.

Sensitive editing

The course will also cover how to manage multiple contributions and edit without alienating individuals. We'll help you identify and then support any members of your team who would benefit from further written communication training.



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Who is it for?

Any manager whose team needs to achieve results through writing emails, letters, reports, policy, procedures and other documents.

How long is it?

Half-day intensive course.

Why it works

- **Small group training ensures you get a chance to discuss your team's particular problems.**
- **Clear written explanations of techniques allow you to pass on appropriate writing formulae to your team.**
- **The course is tailored so that examples and exercises are relevant to your work area.**
- **A knowledgeable trainer can advise on specific editorial concerns.**
- **Follow-up support includes free telephone and email support for a year.**

What you'll learn

On this half-day written communications course you will learn how to:

- **make sure your team uses the right level of detail**
- **help staff communicate complex issues simply without dumbing down**
- **advise them on the right level of language to use**
- **deal with their writing queries**
- **review documents effectively, by applying the latest thinking and using appropriate criteria.**



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Course programme

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9.30 Introduction

- Welcome
- Course overview
- Thinking about readers' needs
- Planning what to include in a document
- Establishing who is going to write what

10.45 Coffee

- Deciding on the appropriate level of language
- Applying reader-centred writing techniques
- Reviewing and editing contributions from your team
 - Are the key messages obvious?
 - Does the structure work?
 - Is the content clear and with the right level of detail?
 - Could the text be more readable?
- Giving effective feedback

1.00 Close

Create a team voice: find out how to produce well-written and compelling documents, drawing on multiple contributions.