



## Technical-writing course

Most technical people didn't choose their career path because they love writing. In fact, writing can take them a long way from their comfort zone. After all, scientists tend to see their strengths in doing the research, while engineers see theirs in solving practical problems – and developers might be comfortable only with writing code.

But, whatever your team's roles, their knowledge will be wasted if they don't communicate it effectively.

### Clear communication – without dumbing down

We'll show your team how to avoid burying their conclusions in the supporting detail.

They'll learn how to weed out writing that's too complicated for their readers while keeping meaningful technical terms, so their recommendations are always clear for their intended audience.

Above all, we'll build your team's confidence and pride in their own writing – helping them see it as part of their core skills.

### Tailored to your organisation

To be engaging and effective, a course must be directly relevant to the documents that your team have to write.

So, we'll tailor the course materials using real-life examples of your team's technical documents. This means they'll understand exactly how to apply the techniques they learn to their own work.

## Who is it for?

The techniques we teach on this course will benefit anyone who has to communicate technical information clearly and effectively – whether they're writing for a non-technical audience or like-minded peers.

## What does the programme include?

A face-to-face one-day training course is standard. However, we can adapt the course for shorter or longer sessions as required.

We'll also analyse a sample of each delegate's writing before the course and produce a graph of the results, showing both strengths and areas that need work. The trainer will talk through the results with delegates individually during the course, giving them targeted feedback that means they can focus on their problem areas and make rapid improvements.

## Numbers, venue and pricing

We can train any number, including an entire organisation. (Please ask about our open courses if you only need to train one or two people.)

We train in small groups of no more than ten, to make sure everyone gets the individual attention they need.

Our trainers are based in the UK, but we train globally. Wherever you are in the world, we can run the course on your premises. (We can also train remotely via WebEx.)

The cost of the course varies depending on how many people you're looking to train.

If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email [info@writing-skills.com](mailto:info@writing-skills.com).

All our courses come with a 30-day money-back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

## Learning objectives

### Your team will learn how to:

- approach writing confidently
- present clear messages
- build a logical structure
- manage and present complex information
- use appendices and terms of reference clearly
- tailor their content and style to the reader
- lay out their reports effectively, including illustrations and graphics
- avoid poor punctuation and grammar
- construct clear paragraphs and sound sentences
- use succinct language and only the appropriate level of technical jargon.

## Reinforce the learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and continued practice. So you have the option to enrol your team in our online programme, **Emphasis 360**. Through short weekly lessons, your team will be able to reinforce and build on everything they learned on the course.

You could also choose to run a coaching clinic: a follow-up day of individual coaching sessions based on a second writing analysis from each delegate. These one-to-ones give the trainer and delegates a chance to identify and target any ongoing problem areas.

Contact us to discuss building the programme that's best for your team.

## Course programme

### Technical-writing course

#### 9.30 Introduction

- Welcome
- Course overview
- Establishing your readers' needs
- Identifying your key messages

#### 10.45 Coffee

- Planning your document
  - Assembling your facts and arguments
  - Building a logical structure
  - Deciding on the level of complexity
  - Deciding what to put into the appendices
- Planning each component
  - Outlining the content of the abstract, introduction, methods, results, conclusion and discussion
  - Using references effectively

#### 1.00 Lunch

- Making your writing reader-centred
  - Constructing paragraphs with clear themes
  - Using the appropriate level of technical jargon
  - Writing concisely
  - Structuring your sentences for easy reading

#### 3.30 Tea

- Laying out your document effectively
- Using correct punctuation and grammar

#### Summary

#### 5.30 Close

Make technical writing accessible: how to write clearly without dumbing down