

# Drafting Masterclass

Being able to write well, in a way that's compelling, persuasive and engaging, is a valuable skill. Thankfully, the guiding principles that underpin excellent writing are remarkably simple. Poor writing only emerges when we lose sight of those principles and neglect the importance of constructing an argument, understanding an audience's needs and using plain English.

Research shows that, when given a choice, 80% of people prefer sentences written in clear English. The more complex the issue, the greater that preference becomes, even among those readers with specialist knowledge. If we remember why we write at work – to inform, to persuade or to advise – then the benefits of being able to write clearly and concisely should be obvious. Quite simply, it's how we maximise the chances of our written communication having its desired effect.

## Description

This course is designed to bring the way you speak in line with the way you write. It explores the importance of having a single strong idea at the centre of any piece of writing and confronting any conflict this may lead to, not shying away from it.

Excellent writing – whether in a work document or a best-selling novel – always exhibits a variant on the basic story-telling approach of explaining the context, describing a problem and then showing how the main characters resolve this. This course demonstrates how to apply that approach to your own writing, while also exploring how a combination of logical argument, emotion and personality can help deliver an incredibly powerful message.

## What does it involve?

This course comprises a five-hour workshop, prior to which you'll need to watch three preparatory videos and to work your way through the pre-workshop course handbook. During the first half of the workshop, you'll focus on the theory of great writing. This means understanding who your audience are, what they know, what they think and how they think. You'll also explore what makes a good topic for writing on; the value of being

able to succinctly articulate that topic and your stance on it; and how best to subsequently structure your argument.

The second half of the workshop provides you with the opportunity to develop your writing skills through practical exercises. This is a chance to write something that follows the classic story arc of situation, problem and solution. You'll also be able to explore how striking a different balance between logos, ethos and pathos can be required, depending on whether you're primarily hoping to inform, persuade or advise.

## What's the outcome?

Having completed this course, you'll know how to write simply, clearly and succinctly, demonstrating a concise and efficient writing process and style. You'll be able to evaluate your audience's needs and will know how to tailor your writing accordingly to meet those needs. Equipped with a better understanding of the discipline that effective writing requires, you'll know how a single idea should govern a document and how to structure that document so that it engages your reader and clearly conveys critical information.

## Learning activities



**Three videos**




**A course handbook**



**A workshop**

### Delivery method:

F2F 

VLE 

### Estimated learning time:

7.5 hours

## How to book

[bookings.governmentcampus.co.uk](https://bookings.governmentcampus.co.uk)

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