

Written Communication

There is a real skill in using the written word to get your message across effectively and with impact. Written communication is usually received at a distance, so there's no second chance to explain what you meant if it wasn't immediately clear. This topic will help you hone your writing skills to communicate with authority and deliver complex messages with ease.

Description

Getting our communications right first time can save time and money. It can also reassure our customers, clarify points of uncertainty or trigger a desired response from them. This topic is therefore designed to provide you with the most effective techniques for communicating in writing.

You'll be encouraged to consider what your customers (or colleagues) want or need and how this might affect the structure of your written communications. You'll also be shown how to craft a compelling message and how to adapt your writing style to different situations.

What does it involve?

The bulk of this topic is delivered in a 3.5 hour workshop. Having been introduced to various techniques for creating engaging written communications, you'll have the chance to practise those techniques in some real-life scenarios.

After the workshop, you'll have the opportunity to work with a colleague to review one of your own written communications to a customer.

What's the outcome?

You will become a more purposeful communicator, able to use the written word to greater effect and get your message across with clarity and enthusiasm. Your written communication style will become more flexible, adapting to the diverse needs of the different customer groups you're likely to encounter.

Learning activities



Online
resources



Workshop



Discussion

Delivery method:

F2F

VLE

Estimated learning time:

3 hours 30 minutes

How to book

bookings.governmentcampus.co.uk

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