



# Course Outline

Communication and Business Skills Series

*This outline is intended as a guide to the possible content of a course.*

*In practice, our courses are tailored to meet the requirements of our clients.*

## Writing Skills

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### Overview

This highly practical one-day course is aimed at encouraging you to develop the skills required to produce effective written communications.

The course will focus on the process supporting effective writing e.g. how to gather ideas efficiently, as well as how to structure your written work appropriately so that your target audience can quickly and easily understand the message you are trying to convey.

### Outcomes

By the end of this course, you will be able to:

- list the eight steps in the 'effective writing cycle' and apply as appropriate to all written work
- state the ten characteristics of an 'effective writing style'
- express ideas accurately and concisely by using shorter sentences with less jargon
- improve the structure of your writing by linking paragraphs in a logical way
- demonstrate the correct use of punctuation such as full stops, commas and apostrophes
- identify the differences between active and passive verbs.

To support the achievement of the above, you will have the opportunity to practise and develop your practical skills using a number of small group, paired and individual exercises. You will also be encouraged to develop a *personal action plan* to support your continued learning back in the workplace.

### Duration

1 day

### Continued...

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### Key Areas Covered

- Introduction to the day.
- Working through the 'effective writing cycle':
  - defining your aim/objective
  - using the 'SMART' technique
  - choosing the most appropriate genre
  - creative thinking - a useful starting strategy.
- Ten characteristics of an 'effective writing style'.
- The sentence.
- The paragraph.
- Confusing word pairs and groups.
- Tautology.
- Ambiguity.
- Fuzzy meanings.
- Abbreviations, jargon and buzzwords.
- Presentation and layout.
- Presenting data.
- Punctuation:
  - the full stop
  - the comma
  - the apostrophe
  - the colon and semi-colon.
- Active and passive verbs, and nominalisations.
- Action planning.

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