

Academy of Training

Technical Writing Skills

Overview

One of the keys for success in business today is the ability to communicate effectively, both orally and in writing. While first class oral communication skills are essential, we must also be able to get our message across effectively in writing, both with clients and within our own organisation.

We must be able to express our views in writing in a manner which is clear, succinct and accurate and, most importantly, appropriate and easy for the reader to understand.

This is particularly important for staff who often must decipher and condense large amounts of information to make decisions, some of which may have a negative impact on customers.

Objective

The objective of this one-day workshop is to assist participants in the development of key tools and techniques to improve writing technical information for customers or senior management.

Content: Topics included in this workshop include:

Writing it Right

- The keys to effective written communication
- Crystal clear objectives and a reader focus
- Keeping it simple, keeping it focused
- Grammar, punctuation and spelling.

Writing Technical Information

- Writing for the reader
- Structure, tone and style
- Choosing our words
- Composition - sentences, paragraphs, punctuation
- Length, jargon and hackneyed phrases
- Using persuasive language and presenting information persuasively.

Preparing and Writing Your Case

- Distilling information to isolate key points
- Conveying negative information or decisions to clients constructively
- Providing information on legislation in an easy-to-understand manner
- Editing techniques : Use of Technology such as AI
- Working with challenging customers.

Method: A hands-on programme using work-based examples.

