



ARIVU
Empower • Innovate • Perform

Advanced Communications Skills (2-days)

This two-day course provides delegates with immediate and practical guidance on how to communicate effectively and professionally in writing.

Organisations and individuals establish their credibility with professional and well written communication. From planning to grammar, tone, style and final proofreading, delegates will quickly develop their writing skills and confidence in order to improve emails, letters and memos.

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

- Successfully plan and construct your documents.
- Ensure that the reader's needs are met. Be confident that your message is not lost.
- Overcome the 'blank screen/page syndrome' and reduce the time it takes to write.
- Choose the style appropriate to your reader and situation.
- Avoid common mistakes that impact on your professional image.
- Build successful sentences and paragraphs – using punctuation that guides your reader.
- Use a checklist to help proofread the final document.

What will I learn?

The Perils and Pitfalls of Business Writing

- Current thinking regarding business grammar
- Tips to ensure we avoid grammatical errors
- Constructing sentences and paragraphs – with appropriate punctuation to create rhythm and flow
- What is 'business language'?
- How jargon, slang and clichés can get in the way of understanding
- Can 'action words' gain results?

Our Reader

- Tailoring our message to the reader's needs
- Is the reader clear as to WHY we are writing?
- How we can professionally
 - deal with complaints
 - give information
 - get a result

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**Innovative & Impactful Coaching & Consulting Services
To Transform Your Business**



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- persuade our reader
- Creating an impact and keeping our reader 'with us' until the final sentence

Preparation and Structure

- Relevant information that helps to achieve the objective
- Using TIPE as a basis on which to build
- The need to present your information in an organised, logical sequence

How am I 'Coming Across' to my Reader?

- Is my style 'reader-friendly'?
- Using 'punchy' openings to gain interest
- Positive or compelling endings to ensure results
- The barriers to an effective, professional style
- Expanding your vocabulary to avoid repetition - keeping your writing 'alive'
- Is my tone persuasive and assertive?

The Final Stage

- Avoid wasting time re-writing: proofread and edit your writing
- A checklist and structured approach to help find those errors in your final draft

What others have said about these courses:

"This course delivered exactly what I expected and more. The amount of time spent on each topic was good and the practical activities provided a chance to test knowledge gained."

- William Walgreen, Marathon International Oil Ltd

To find out more about this course or to enquire about prices, training dates and locations, please contact us on **0871 237 6767 or email us at info@arivu.co.uk**

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