

UNIT OUTLINE

Writing at Work -
The rare & dying art of persuasive writing

Course designed and presented by -

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Crazy Like a Fox



We believe our knowledge and training are like small stones thrown into a large pond.

The information we share are the stones: small dense nuggets of wisdom and experience. But the effect of that information spreads effortlessly, rippling out through your day-to-day tasks.

The ripples eventually reach and envelop the entire pond's surface. We aim to achieve the same effect - with the skills and knowledge we share today benefiting you throughout your entire career.

Introduction

No matter what your job is, at some time you will need to share and publish information you possess. But information is only useful if people act on it, which means that you have to convince people of the value of your way of thinking.

So how do you consistently motivate people with your words? How can you reach them and make them change their behaviour? It is the aim of this workshop to teach you how to achieve this to the best of your ability by making your writing more convincing.

Course Aims

This workshop is very hands-on and user-friendly. It is ideally suited to anyone who regularly has to write and produce documents at their work for a wide variety of people. It suits both the private and public sectors equally. The only things you need to benefit from the course are a pencil, paper and an enquiring mind.

After completing this course, participants will have all the tools, tips, tricks and techniques they need to make their workplace communications more concise engaging, motivating and effective overall.

Course Outline

Introduction

- Course Overview
- Writing versus Communication
- Basic Communications Theory

- How Images and Words Should Interact
- ~~The neglected art of Editing your communications~~
- Wrapping It Up
- The Call to Action

Communication

- Planing Your Document
- Understanding your Audience
- How to Build an Argument
- Common Problems & Assumptions
- Establishing the Thread of your Documents
- Linking Arguments with Outcomes
- Staying Relevant

Workshop Exercises

- Making Technical Information Easily Understood
- The Correct Use of Jargon
- Rewriting Documents for Different Audiences
- Injecting Interest and Warmth to Dry Subjects
- Writing Promotional Documents
- Writing Verbal and PowerPoint Presentations
- Working with (and Creating) Style Guides
- A Few Brief Words on Typography
- Questions & Answers

Writing

- The Function of Grammar
- Grammar vs. Expression
- The Rule of Simplicity
- Getting Started
- Techniques for a Strong Opening
- Keeping People's Attention
- Creating Visual Images
- Metaphor and Simile
- Facts versus Signifiers
- Finding your Voice
- Jargon Usage
- How to Conquer Cliche and Stereotype

Workshop Size: Between 10 to 20 participants per workshop session

Length: All day (9.30am to 3.30pm)

