

Winning with words

3 day programme

Can you communicate, orally or in writing, using English that is clear, correct, influential and persuasive?

What is the programme?

- a practical experience for anyone who has to communicate formally – orally or in writing – with customers, clients, colleagues, managers or subordinates
- knowledge acquired on the course is reinforced with projects and exercises involving interviewing, presenting and writing
- a case study guides delegates through the process of communication, from start to finish.

What are its objectives?

On completion, participants will be able to:

- construct communications that have the intended effect
- communicate so as to foster relationships and improve teamwork
- use an effective process for planning and developing their communications that is:
 - understanding what questions to ask before writing
 - considering the recipient (hearer/listener) every time they communicate
 - choosing a suitable method for organising their material and their arguments
 - selecting an appropriate model for the writing of documents
 - using correct English that conveys its message clearly, concisely and persuasively
 - understanding how the choice of words affects the recipient

What topics are covered?

- Using Plain English for clarity and precision
- Correct English - grammar, punctuation and spelling
- Persuasion
- Preparing for communication - planning, research, organising
- Structuring your communication
- Style and the choice of words
- Review, revision and rehearsal
- Presentation and layout.

"When I think of all the times I have been sending out poor proposals. If only I had done this course earlier on. I would recommend this to anyone who has to persuade on paper" (Sales Executive, GBM)

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