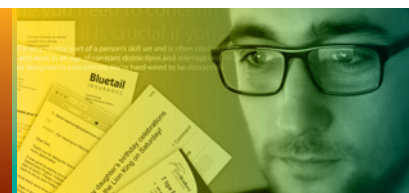


Accurate Written Communication



This practical workshop is for people who write, check and send printed documents and electronic messages. It equips them with ready-to-use skills to ensure the accuracy, completeness and clarity of their written communication. And it relates the learning messages specifically to the work they do.

The objectives are to:

- Measurably improve the effectiveness and accuracy of written work
- Increase attention to detail and 'present-mindedness'
- Understand and use techniques for writing accurate, clear and concise communication
- Devise a checklist for checking written work effectively.

Whenever your people are working with written communication, there's the potential for mistakes. And mistakes are costly. They waste time and money – and they damage your reputation. Sometimes, they have serious repercussions. Even small errors which take next to no time to make cause long delays, misunderstandings and operational inefficiencies. Think of all the letters, emails, contracts, reports and promotional literature produced by your organisation. Even if a tiny percentage of these written communications contain an error, there is unnecessary cost and damage to your reputation.

This workshop is for people who prepare, check or process documentation. It equips them with practical skills to ensure that your written communications are presented professionally, accurately and without omissions. It's not a 'proof reading' or 'grammar' course. It's about practising skills and developing a mindset which mean your documents deliver the right message, at the right time and in the right way.

Key themes in the workshop include:

Attention to detail

Heavy workloads and the fast-paced nature of modern communication mean that mistakes creep into written work. But you can still be accurate, even when working under pressure. Participants learn how to be alert to the possibility of error.

Reading skills versus accuracy skills

Our deeply ingrained reading skills impede our ability to check a document for completeness and accuracy. Participants learn how to dump reading skills for more proactive document checking.

Effective, structured checking

A simple three-step structured approach to checking means that your documents are correct, do exactly what you intend, and are professionally presented.

Who's it for?

Accurate Written Communication is relevant to people who work with any form of written communication. The workshop includes activities involving letters, emails, reports, marketing literature and social media, and is equally relevant to people who use contracts, forms, event programmes or any other written work.

Participants' typical job functions include:

- Customer Services and Quality Control teams
- Personal Assistants and Secretarial Support
- Marketing and Communications teams
- Administrators & Business Support Services
- Document Processors
- Human Resources.

Accurate Written Communication



Content

Accurate Written Communication is delivered over two consecutive mornings or afternoons. During the workshop participants are engaged in practical activities using letters, emails, reports, marketing literature and social media posts. They learn to apply a structured checking approach to a range of materials, including their own, to prevent mistakes, omissions and miscommunication. A summary of the subjects covered in each session is shown below:

Session One

- Pre-course assessment to measure current accuracy rate
- Increasing 'present-mindedness'
- Accurate letter writing and checking
- The Three Es: the three-stage structured checking technique
- Reading skills v Accuracy skills
- The ABC of effective emails
- Accurate report writing.

Session Two

- Developing an accurate mindset
- Designing and using accuracy checklists
- Accuracy and marketing literature
- Clear, concise and correct sentences
- Accuracy in social media and other written communication
- Spotting typical errors
- Post-course assessment to measure improvement in accuracy.

Benefits

1. Results from pre- and post-course tests demonstrate measurable improvements
2. Participants know how to use effective document checking techniques
3. Participants know how to be 'present-minded' and how to address typical errors in written work
4. Checklists developed in the workshop promote accuracy and avoid omissions
5. You receive a follow-up call after the training to discuss the feedback and results. We discuss resources available to you and your participants' line managers to help optimise accuracy in the workplace and keep accuracy front of mind.

Fee and delivery

Duration: two half days (9:00 – 12:30 or 13:30 – 17:00)
Two groups can receive the training over two days – the morning group and the afternoon group, as shown in the table below.

Dates	Day 1	Day 2
Morning	Group A 16 delegates	Group A 16 delegates
Afternoon	Group B 16 delegates	Group B 16 delegates

Number of delegates:

16 per group (total of 32 over two days)
Delivered by a Scott Bradbury Accuracy Consultant.

Fees for 2 day delivery:

Up to 16 delegates: £4,980 + trainer expenses and VAT
Up to 32 delegates: £5,980 + trainer expenses and VAT.

Fees for 3 day delivery:

Up to 48 delegates: £7,980 + trainer expenses and VAT
Please contact us for a personalised quotation for training more than 48 delegates.

More information and booking

Please call 01638 723590 | email accuracy@scottbradbury.co.uk | www.accuracyprogramme.co.uk

Scott Bradbury Ltd.,
3 Fordham House Court, Newmarket Road,
Fordham, Ely, Cambridgeshire CB7 5LL
Tel: +44 (0)1638 723590 | www.accuracyprogramme.co.uk

