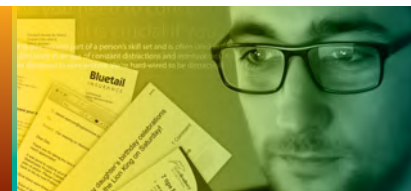


# Accurate Written Communication



This practical workshop is for people who prepare, check or process documentation. It equips participants with skills for ensuring the accuracy, completeness and clarity of written communications.

## The objectives are to:

- Measurably improve document checking skills
- Increase attention to detail and 'present-mindedness'
- Understand and use techniques for dealing with distractions
- Devise a checklist for clear, accurate and effective documents.

Wherever your people are working with documents 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:

## Dealing with distractions

Modern office environments are not conducive to concentration. Participants learn how to manage distractions and interruptions. Mistakes creep into documents unless we're alert and focused.

## 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.

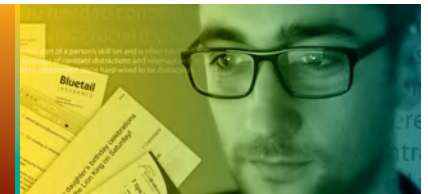
## Who's it for?

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

## 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, marketing literature and social media posts. They learn to apply a structured checking approach to a range of documents and materials to prevent mistakes, omissions and poor presentation.

A summary of the subjects covered in each session is shown below:

### Session One

- Increasing 'present-mindedness'
- Accurate letter writing and checking
- Using a three-stage structured checking technique
- The ABC of effective emails
- Managing distractions.

### Session Two

- Developing an accurate mindset
- Designing and using a document checklist
- Checking marketing literature
- Accuracy in social media
- Working with other documents.

## 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' when working with documents
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	<b>Group A</b> 16 delegates	<b>Group A</b> 16 delegates
Afternoon	<b>Group B</b> 16 delegates	<b>Group B</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 01 638 723590 | email [accuracy@scottbradbury.co.uk](mailto:accuracy@scottbradbury.co.uk) | [www.accuracyprogramme.co.uk](http://www.accuracyprogramme.co.uk)