

WHO & WHY?



For anyone who wants to examine in more detail the power of the spoken and written word – how little things can make a big difference.









Outcomes

- ✓ Use clear and clean language
- ✓ Choose a style that suits your audience
- ✓ Make the right impact
- ✓ Make words work hard, and not hard work

Content

- Building positive rapport
- Avoiding clutter, and being direct
- The language of ownership
- Powerful words
- Checking the readability of any text

Learning Approaches

-  core learning input
-  solo activities
-  your ideas & suggestions
-  paired activities
-  case work
-  tools & templates
-  presentation (solo/group)
-  open discussion

 on site or  online

“ I will use plainer English, particularly regarding documentation sent to teachers – I changed the style and tone of a letter I drafted during the lunch break!

- Senior Manager,
Manchester

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