



Eat the Elephant

'Helping people achieve the objective'

Essential Management Development skills

Business and Report Writing Excellence

Who is it for?

Managers, Team Leaders, and trainers who are responsible for delivering information and knowledge to individuals, teams and business

What is it about and what will it do ?

Equips managers with the skills, knowledge and understanding to write for business development with style.

Typical Objectives

A 1-2 day programme that will develop skills in communicating effective reports and designing effective communication strategy.

Indicative Outline Content

Being reader centred

- How to approach reader centred business writing – the basic of words, spelling and grammar
- The power of perspective
- The subtleties of visual appeal
- Professionalism and service
- Word choice
- Polishing your style

Being writer centred

- How to approach the writing process – structuring reports
- Laying the foundations
- The PRODUCE model – the running order, ideas and effect

Focus on style

- The six keys to clear writing – memos / letters / e mails
- Application of clarity
- The use of basics
- Engaging your reader
- Powerful use of verbs, eliminating waffle, writing for results

Creating polished documents

- Communicating effectively, positioning, delivering bad news / good news
- The framework for professional reports

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