



## Writing at Work – Coaching Package

“Anybody can have ideas – the difficulty is to express them without squandering a quire of paper on an idea that ought to be reduced to one glittering paragraph.”

Mark Twain

Writing is difficult. The English language alone contains thousands of words. The full edition of the Oxford English Dictionary is presented in 20 volumes, contains over 171,000 entries of words currently in use and over 47,000 obsolete words. It's no wonder that people struggle to choose the correct words to convey concepts, ideas and messages to their audiences. Now days, the majority of business writing is carried out electronically but the quote from Mark Twain still holds true. How do people say what they need to say, or write what they need to write, in 'one glittering paragraph'?

The following coaching package has been designed to do just that.

By breaking down, analysing and understanding the key elements behind the structure and purpose of various forms of business communication, the participant will be guided through the process of writing various business documents relevant to their current role – from writing emails and letters, to board papers, policies and procedures.

### COACHING PROPOSAL

It is proposed that a number of coaching sessions are delivered in order to cover each of the main components of business writing. In workplace environments where writing forms part of a person's job description, it is usually the case that he or she has to write a variety of documents – from writing emails and letters, to board papers, policies and procedures. Consequently, different approaches and writing styles are required.

The following will be covered as part of the Writing at Work – Coaching Package:

- Understanding style
  - What is style?
  - What are style guides?
  - Why do they exist?
  - Interpreting/developing my organisation's style guide
- Knowing the audience
  - Who are you writing for?
  - Why are you writing?
  - What is the purpose?
  - Is your audience internal/external?

- What tone do you use?
- How do you write for multiple audiences?
- Formulating templates which Ms Smit will be able to use for future writing
- Creating outlines
  - How to identify appropriate formats for your writing
  - How to create outlines for all documents
  - How to structure standard forms of business communication
  - How to research
  - How to work with multiple people on the same project
  - Identifying who needs to be involved
  - What are the key aspects of the project?
  - What research needs to be carried out?
  - What is the key message?
  - Do you need to convey multiple messages in a single document or a series of documents?
  - Do any key messages need to be released over a period of time?
- Crafting the message
  - Choosing the appropriate templates
  - Identifying, interpreting and understanding key messages
  - Prioritising key messages
  - Best way to present a message
  - How to structure a document
  - How to review your writing
- Improving vocabulary
  - Speaking to the audience
  - Matching vocabulary choices with the audience
  - Using clear language
  - Using technical language
  - How to select the best word
  - Using words to interpret data
  - Applying the 'over the garden fence' principle
- Improving technical skills
  - Grammar
  - Syntax
  - Spelling
  - Citation
  - Salutations