

## Write to the Point



“You will be pleased to note that I have taken on board many of the aspects we discussed during the coaching sessions; my confidence in producing papers and delivering presentations is noticeable, and I have received very positive feedback on some recent work.”

### Course Goals

*Write to the Point* is a coaching master class in report writing. This course will help you be more influential and to communicate concisely at every level.

### Confident Communication

Most importantly the course covers the issue of knowing yourself, trusting your experience and having the confidence to communicate clearly and concisely.

### Who Would Benefit

- Senior executives who need to hone their writing skills.
- People with high potential, such as those who have recently been promoted from technical specialities into general management.
- Specialists who need to communicate in writing to generalist audiences, including the Board of Directors.

### Course Overview

Led by a published author, *Write to the Point* covers the four key principles of presentation in a six hour master class, followed by four teleclasses.

Topics include knowing your audience, subject, and channels of communication.

The course is founded on a coach-approach to training which treats participants as more than fully capable and able to write to the highest standards. The programme is a partnership in learning and encourages constructive feedback from colleagues and fellow-participants.

### Understanding Your Learning Style

Participants will be asked to complete a personality preference and learning styles assessment, in order to better understand themselves and their audience. They will also:

- keep a diary or log
- ask for feedback on their writing style
- gather good examples
- prepare a live report.

### Course Materials

The class can be run for groups, or as one-to-one training. All participants receive a copy of “The Pyramid Principle” by B. Minto

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