

# Written Communication

The following is an example of Written Communication course content. For more information, or to discuss a bespoke course, please don't hesitate to contact us.

Specific Exercises	Learning Outcomes: The learner will:
Introduction and Objectives	Understand current challenges facing colleagues and the need to set clear objectives.
Communication Style Questionnaire	Understand better his / her own preferred communication style.
Communication implications of 'style'	Gain an insight into the four types of behaviour, ranging from Passive, Aggressive and through to Assertive.  Understand more deeply the consequences of each behavioural style through group work and feedback.
Self-Assessment Results	Know specifically which communication behaviours they most commonly adopt.
Increasing Communication Effectiveness	Understand the possibilities and benefits of using a different behavioural style in future communications.
Letter Exercise	Have had an opportunity to "benchmark" their current skill-level with regard to letter writing. (this work is later re-visited)
How do Others See Me?	Understand why, in written communications, the words we use are even more important than in face to face encounters.
The Words	Know how dramatically our image is affected by choice of specific words.  Which specific words and phrases can either anger or please the recipient of written communications.

# Written Communication (cont.)

Specific Exercises	Learning Outcomes: The learner will:
Golden Rules	Understand rules that guarantee successful outcomes to written communications.
Practice Session	Gain experience in presenting negative news in a more positive and customerfocused way.
Email Conventions	Know how emails differ from other forms of written communication and how to use email communication effectively.
The Three Most Important Questions - Is it Clear?	Understand clearly how layout and other factors can affect how easy a message is to understand by the recipient.
The Three Most Important Questions - Is the Style and Level of Formality Appropriate?	<p>Know which style to adopt according to the individual we are writing to.</p> <p>Know which words and phrases increase or decrease the level of formality in written communications.</p>
The Three Most Important Questions - Is the English Accurate?	Understand more clearly how punctuation, spelling and grammar can be used for maximum effect.
Replying to Complaints	Know which methods and techniques to use when either accepting or rejecting a complaint.
Specific Company Practice	Be able to identify improvements in how communication is carried out within their own company.
Return to Benchmarked Exercise	Know how to improve upon their earlier work on exercise 6 with practice and sharing of ideas through "best-practice".