Concise Writing

When writing for business, it's important to use concise language. This means that word choice is of the utmost importance. The goal of concise writing is to use the most effective words: when only these remain, your writing will be clear and readable.

This programme is designed to develop the skills of recognising and creating good content. We will focus on the following areas to achieve our objectives:

- Composing sound sentences that make precise points
- Employing language that readers will understand
- Writing in the active voice
- Untangling intricate constructions
- Summarising long and complicated sentences palatable formats
- Selecting necessary and well-chosen words
- Improving sentence clarity

Focusing on vocabulary, grammar and style, the tasks will be real-life based. You'll leave with practical tips and techniques that will immediately make you a stronger and more productive writer.

Sample programme

Agenda

10.00   **Welcome and Introductions**

10.10   Understanding the importance of concise writing

- The difference between 'dumbing down' and simplifying
- What you're conveying to your reader – why might a text have been written in that way?
- Reducing the complexity of difficult texts

10.30   Impressions

- Identifying what a company's outward communications reveal about them.
- Looking at how a company communicates internally, and what that reveals.

11.15   Refreshment Break

11.45   Excess words

- Identifying 'empty' words'
- Combining words using familiar vocabulary
- Merging sentences

12.00   Editing up and down

- Understanding where ambiguity can arise and learning how it can be avoided
- Using translated texts to see how clarity is ensured when a text is passed into a different language and culture.
- Appreciating when there is a need for leaving room for interpretation.

13.00   Lunch

13.30   Writing concisely

- Work on creating concise, clear comms based on real-life scenarios
- A supported writing session

14.50   Refreshment Break

15.00   Self- and peer-assessment of the work produced

15.30   Summary
- Recognise the role of the editor in extracts from real-life comms, Twitter, Instagram, adverts… etc.
- Applying the learning to individuals' roles

16.00   Close