

# SIMPLY WRITING

## 1 DAY - 12 PARTICIPANTS



"Unless one is a genius, it is best to aim at being intelligible."  
Anthony Hope Hawkins, author

### Overview

A quick and thoughtless email, an ill considered quip or a poorly phrased request can easily be misunderstood and diminish trust horrifyingly fast.

'Simply Writing' offers proven strategies for creating written communication that is concise, clear and relevant while still being warm and authentic. The result: engaging writing that builds vital rapport with an unseen reader.

### Process

'Simply Writing' is an intensive one-day workshop that brings business writing to life. Crisp, clear and logically written messages are built through a series of relevant examples and practical exercises that equip participants with a set of reliable skills.

Combining the well established, highly acclaimed "Pyramid Principle" of Barbara Minto, with some thoroughly modern, online readability tests, this workshop offers the necessary tools for making all our writing more powerful, persuasive and relevant.

**Consider** As with all communication, doing your audience research is foundational. We must write for the benefit of the people who will actually read our document.

**Construct** There must equally be a sequential flow that builds a story of logic. A framework to make the writing process easier and the reading a breeze.

**Compel** Dull, dry documents are desperately difficult to digest! We need to actively reach out to engage the reader, bring it to life and make it overtly relevant for them.

"I can use everything that we covered in the session immediately in all of my work - highly relevant! It will save me heaps of time and help me focus on a clear message that connects with the reader."

Senior Policy Adviser,  
Dept Education, Vic

"I was thrilled to read the Evaluations from all the Simply Writing workshops run by F2F, thank you. As we had hoped, the workshops were well received by all. I have heard directly from a number of participants about how impressed they were with the day."

Snr Research & Policy  
Officer, Dept of  
Education, Vic

"F2F worked with us to make sure we got exactly what we wanted from our (writing skills) training."

Operations manager,  
International FMCG  
Company

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### Clarify

Plain-English, jargon-free, active voice, positive phrasing and informal language are all powerful tools to ensure absolute clarity and readability

### Correct

Editing is the critical tool for ensuring a written document conveys your message effectively. This is where you get to check if you "said what you mean and mean what you said".

"Loved it. This was a fantastic writing workshop, the best training I have had in years!"

HR Mgr, Global Asset Management Firm

"Loved the session - responsive, confidence building, comprehensive."

Marketing Manager, adidas

### Outcomes

'Simply Writing':

- Inspires clear, concise and compelling written communication
- Increases the capacity for building relationships even in an electronic world
- And ensures that what really needs to be said is conveyed at the highest level of simplicity and style.