

www say-it-in-english **net**

Straightforward English writing for professionals

***A two-day intensive writing
workshop for people who
use English professionally***

**A communication tool that will
save your organisation money**

learn quickly

Straightforward writing is easy to learn

This course introduces participants to *Straightforward English Writing for Professionals*. It will teach them how to promote a direct and respectful attitude towards their readers and how to use the time they spend writing efficiently and effectively.

In only two days, participants will gain the grasp of simple tools that will contribute towards making your organisation run more smoothly.

Theory

Straightforward English Writing theory is delivered in pre-course handouts that will introduce participants to the language framework, tools and perspective. This leaves the time spent together in class for intensifying their understanding of the theory and for putting it into practice.

Practice

In class, participants will have the experience of working on and improving their individual writing skills. Through worked examples along with group and individual exercises they will build simple, easy-to-use skills.

Follow-up

Participants will come out of this workshop equipped with tools, not only for writing concisely, intelligently, respectfully and politely, but also for communicating powerfully.

Outcome

We give participants the opportunity to stay in touch after the workshop by way of an after-course support service where they will receive answers to their questions.

save money

Straightforward writing saves time and money

Have you ever estimated how much time is spent in your organisation in writing? Every word is an investment in resources: writing email, letters, reports, standards, user guides, brochures, flyers and all other forms of internal and external written communication costs a fortune!

And then there is the time spent in reading... How much more in terms of allocation of resources does that amount to? Probably more than in any other office activity, in the area of writing there are major savings to be made!

build understanding

Straightforward writing builds understanding

Does the writing in your organisation build a positive atmosphere where people know exactly what others want from them?

Straightforward professional writing is not only a question of saving time and money; it is also about avoiding misunderstandings and confusion. While it is not easy to measure the effects of the irritation, frustration and even anger that unclear, imprecise and impolite writing produces, this unquestionably makes a negative impact on the balance sheet...

create movement

Straightforward writing creates movement

Does the writing in your organisation get things done efficiently, effectively, and with a minimum loss of time?

Written communication will have a greater chance of making a positive impact and of creating the movement wanted by the writer when it is delivered intelligently, with care and respect. By starting at “A” and going through to “Z” in a logical, chronological, thought-out, polite way, the writer increases the chances of the reader understanding what they want.

your trainer

A straightforward communication pro

Ralph Bland is an independent translator, editor and communication coach. He is the founder of www.say-it-in-english.net, a company that provides multilingual translation, communication and editing services to top organisations and institutions in Switzerland. Ralph is an engineering and management graduate, with 25 years experience in business and technical writing, corporate, technical and scientific translations, operational management, environmental engineering and in defining and implementing quality management systems and communication tools.

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