

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

**Writing straightforward
email & reports that get
things done efficiently**

***An interactive communication
workshop for people who use
English at work***

**A business communication tool that will
save your organisation time and money**

training@say-it-in-english.net

learn quickly

Straightforward writing is easy to learn

This workshop introduces you to writing email, letters and reports in a way that will save time for both you and the people you are writing to. It will teach you how to adopt a polite, respectful, straight-to-the-point and goal-oriented attitude towards the recipients of your messages that will get the right things done efficiently.

In only two days, you will get the simple tools you need to help make your organisation run more smoothly.

Theory

Two weeks before the workshop, participants receive a pre-course handout that will introduce them to the language framework, tools and communication perspective. This leaves the time spent at the workshop for experimenting and putting theory into practice.

Practice

The workshop focuses on finding solutions to communication situations provided by the participants as well as on working through exercises designed by the trainer. The goal is to work together on as many examples and exercises as possible.

Outcome

Participants will come out of this workshop equipped with simple-to-use tools for communicating powerfully in writing that will save time for them and the people they are writing to.

Follow-up

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 received email that confused you, wasted your time, missed the point, was five pages long or put unnecessary pressure on you?

Have you ever estimated how much time is spent in your organisation in writing superfluous, unclear and unnecessary messages and reports? Have you ever wished people would communicate clearly, letting you know in a nutshell what they want from you and why?

Probably more than in any other office activity, in the area of writing there is potential to make major savings!

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 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

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 with method and focus. By starting at 'A' and going through to 'Z' in a logical, chronological, thought-out way, the writer increases the chances of the reader understanding what they want.

your trainer

A straightforward communication pro

Ralph Bland is a highly-appreciated, spontaneous and inspiring international trainer based in Switzerland.

Ralph graduated as an engineer in 1979 and in Business Administration in 1994. In the early 80s he worked in refugee relief operations around the world then settled in Switzerland in 1985 where he worked as Project Manager in Environmental Engineering, Production Manager in Quarrying and Construction Supplies, Business Consultant in Quality Management and HR Consultant in Executive Search.

Since 2004, Ralph Bland has been facilitating fundamental seminars on Time Management, Personal Efficiency, Goal Setting and Communication at leading international companies and organizations.

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