

# 2. WRITE FOR IMPACT

## Master essential writing and communication skills for technology practitioners.

DURATION: 1 day, 9am – 5pm

FORMAT: In-person or Zoom

MAX. CLASS SIZE: 20 pax

PRICE: \$5,000 (Additional \$900 if you would like us to provide a venue and stationery. We don't charge GST. Price includes programme customisation, courseware development, course materials, activity design and facilitation.)

Pre-workshop Group Activity – Contextual Writing under various communication scenarios\*

\* Scenarios can be pre-determined in consultation with CSA for practical relevance. The learners will then be able to peer observe, learn or establish rapport with some common challenges of planning and writing.

### Introduction

- Importance of Written Communication in creating Personal and Professional Value

### Buzz Activity 1 – Write It Up (Group Activity)

- Sharing by each group on Pre-workshop Group Activity
- Collaborative comments from each group
- Instructional comments and observations from Trainer

### Use Writing Tools to unpack the improved versions of written communication in the earlier segment

- Context, Audience, Purpose, Structure to identify Audience Profiles and the Desired Outcome
- How to layer on background information, purpose, and supporting sources of information to enhance overall effectiveness

### Communicate Correctly, Concisely and Clearly in Writing

- Structure emails and reports to the F-shaped pattern of reading
- Refresh knowledge of basic writing etiquette
- Interactive Activity – Video Analysis of examples on practical aspects of writing

### Write with Impact and Capture the reader's attention

- Evaluate the tone and language used for conciseness
- Buzz Activity 2 – Trimming Redundancy: Learners will be given writing extracts<sup>^</sup> for them to review and propose ways to edit for conciseness and improved clarity

### Improve writing considering the impact of tone, nuance, word choice and language

- Common Errors in writing and adopting Best Practices – Cheatsheet for personal use
- Buzz Activity 3 – Extracts<sup>^</sup> for learners to spot common errors and to propose improvements for clarity, accuracy, and diplomacy
- How to use Digital Tools for efficient written communication and optimal time use (e.g. ChatGPT, Visuwords, etc)

<sup>^</sup>Extracts may be generic or specific to CSA's internal reference with identifiable markers masked.



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