

Plain English training course

Training course outline

Plain English training teaches techniques for producing reader-focused documents written in clear, concise English, that facilitate decision making process within your business.



Course summary

Sessions include:

- Writing clearly, effectively and quickly.
- Developing a concise and readable writing style.
- Projecting a positive image of yourself and your business.
- Avoiding common errors in grammar, spelling and word usage.

Duration

One day.

Who should attend?

Typical delegates include managers and professional staff who need to be able to produce clear and effective business documents in their day-to-day work.

In-class or live online

You can attend this course in-person at any of our centres, or participate live online from your place of work or home.

To read about our approach to online training, see armada.co.uk/live-online-training.

General information

Courses are hosted by highly experienced trainers who are experts in the field of writing for business.

Plain English training is arranged on-request, i.e. one-to-one or a 'closed course' for your group. This means that it can be:

- Provided when it suits you.
- Adapted to reflect your work.

Whilst attending training at our centres, delegates have the use of a computer to practice the techniques taught.

Course fees can be paid by card or bank transfer. We accept purchase orders from UK-registered companies and public sector organisations.

If you're self-funding your training, you can pay in staged payments, interest-free, over 12 months.

Course materials and certificate

Delegates receive:

- Comprehensive training materials.
- An e-certificate confirming successful completion of a *Plain English* course.

Method of delivery

Training is designed for the busy professional, being short and intensive and combining lecture and demonstration. Practical exercises carried out under guidance help delegates to learn the techniques taught.

Delegates have ample opportunity to discuss specific requirements with the trainer.

After course support

Following *Plain English* training, you're entitled to 30 days' email support from your trainer.

Further information

For further details see armada.co.uk/course/plain-english-training. For a quote and details of our availability, please contact us.

Course syllabus

See over.

Course syllabus

Topics	Sub-topics
Why good writing matters	Making your business more effective Adding value to the public image of your business Increased profitability through better communication
Identifying your audience and objectives	Reader-focused and writer-focused writing Assessing your audience Identifying your audience's preferred writing style Determining the document's objective
Planning your writing	The pre-writing phase Collecting and organising information Preparing your structure Mind-mapping Brainstorming Outliner tools Testing your structure Drafting and revising Meeting deadlines
Using plain English	Getting the right sentence length and type Using active voice Why active voice is effective When passive voice should be used Imperative voice and when it should be avoided Avoiding nominalizations Using 'you' and 'we' Appropriate words Using positive language Tables and lists

Topics	Sub-topics
Avoiding common pitfalls	Reviewing your writing Building a grammar and punctuation toolbox Applying essential editing techniques Checking and amending your document Eliminating spelling and typographical errors Proofreading Identifying and dealing with... Fragmented and run-on sentences Misused words Homonyms Myths in writing Split infinitives Beginning and ending sentences Synonyms Pronouns Modifiers