



## Essential Technical Writing Skills

Advanced Written Communication for Professionals

### ► Upcoming Sessions

14-18 Oct 2024	Dubai - UAE	\$5,950
27-31 Jan 2025	Dubai - UAE	\$5,950
02-06 Jun 2025	London - UK	\$5,950
13-17 Oct 2025	Dubai - UAE	\$5,950

### ► Training Details

#### TRAINING COURSE OVERVIEW

The Essential Technical Writing Skills training course enhances participants' abilities, confidence, and techniques in technical writing across various forms such as everyday communication, reports, manuals, complex documents, and proposals.

This course is well-suited for technical and management professionals, managers, and staff involved in preparing reports and complex papers for both internal and external stakeholders, including senior management. Prior experience in report or technical writing is recommended for participants.

#### This Anderson training course will feature:

- ▶ How participants work on their own real-life documents, objectively editing and proofreading working in pairs (using breakouts)
- ▶ Training facilitation by an expert in technical writing and a published author
- ▶ Detailed course manual and materials, including a PDF writing reference guide
- ▶ Interactive learning exercises to practice structuring, composing, editing, and proofreading.
- ▶ Practical techniques to save time and effort when producing and writing technical documents

#### TRAINING COURSE OBJECTIVES

By the end of this Anderson training course, participants will be able to:

- ▶ Understand what makes for a good report and the key principles of report writing
- ▶ Know the tools and techniques for writing clear and concise reports, documents, and summaries
- ▶ Learn and apply a four-step report writing process for producing on-time and well-written reports
- ▶ Gain insights into the strengths and weakness within your own report writing
- ▶ Make sure that you use the right style, tone of voice and phrasing in your reports

#### DESIGNED FOR

This Anderson training course is suitable to a wide range of professionals who would like to

improve their business communication skills but will greatly benefit:

- ▶ Professionals who have greater written communication responsibilities in their evolving roles or who are finding new technical writing challenges in their careers
- ▶ Individuals reporting up to senior executives or the board and want to shine
- ▶ Supervisors/Managers/Department Heads with new communication challenges in their careers
- ▶ Technical consultants, researchers and other professionals

## **LEARNING METHODS**

This Anderson training course uses a wide variety of proven adult learning techniques to ensure effective assimilation and retention of the information presented. The training course is highly interactive and will prompt delegates to reflect on their own thinking and communication style and practice. The Tutor will guide and facilitate learning using a wide variety of methods including direct input, discussions, case studies and group and individual exercises to focus on the themes of the training course, practice skills and receive feedback.

## **▶ Training Details**

### **Day One: Key Principles of Technical and Business Writing**

- ▶ What does a good technical document look like? Definitions and examples
- ▶ Why high-quality reports and documents matter – to you, your organisation and your readers
- ▶ Five key principles that will make your report easier and more enjoyable to read
- ▶ Planning: How to structure your technical document
- ▶ How to best to structure any report, with examples, using templates
- ▶ The executive summary and why less really is more

### **Day Two: Creating Your Report by Writing the First Draft**

- ▶ Assembling content, data, information, and input from other; tools and techniques
- ▶ Planning the 'production' process to make sure you meet the deadline
- ▶ Developing a good writing style so your report is quick and easy to read
- ▶ Improving your report with effective editing skills
- ▶ Editing and proof-reading – what is the difference and why they matter
- ▶ An introduction to editing skills with examples and exercises

### **Day Three: Advanced Technical Writing and Editing Skills**

- ▶ Advanced editing skills to make your report even better
- ▶ Apply the clarity index / fog index to your report
- ▶ Using 'punchy' openings to gain interest and compelling endings to ensure results
- ▶ Expanding your vocabulary to avoid repetition and improving readability
- ▶ Writing with style: Headings, alliteration, couplets, puns, and other techniques
- ▶ Unforced errors to avoid, including cliches, jargon and verbosity

### **Day Four: Creating a Compelling Case**

- ▶ How to simplify a complex case
- ▶ 'Selling' your proposition by playing the scores and points game
- ▶ Building value by presenting options
- ▶ Words that sell, the secrets of successful copywriters
- ▶ AIDA: Attention-Interest-Desire-Action
- ▶ Improving report structure. Writing an executive summary

### **Day Five: The Final Stage**

- ▶ How to proofread effectively using professional techniques
- ▶ Improving your knowledge of grammar and spelling
- ▶ Techniques Impact, layout, and formatting
- ▶ Using bullet points, lists, and tables correctly
- ▶ Guidelines for the better use of fonts, margins, footers, and effects
- ▶ Saving time and improving consistency using templates and stylesheets

## ▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course.

## ▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: [info@anderson.ae](mailto:info@anderson.ae)

Request for a Tailor-made training and educational experience for your organization now:

Email: [inhouse@anderson.ae](mailto:inhouse@anderson.ae)

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