

“Is poor writing
harming your
reputation?”





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How much time is wasted when managers must rewrite a letter, email or even an entire report because it is not up to client-presentation standard?

Worse, **how much business** is lost when clients receive carelessly written letters or rambling, error-filled emails?

Every time a client receives written materials from your organisation, you are being judged. Your reputation rises or falls with every communication.

You can do something to protect your organisation's reputation.

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Red Pony can help

The ability to plan and structure a piece of writing is an essential skill — **and it can be learned.**

Not everyone can be a great writer, but anyone can be taught to write clearly using the basic principles of clear communication.

We don't tell people how to do their jobs. We do reveal strategies to help them do their jobs much more effectively, saving time and money. We teach concrete, specific principles that apply in all situations. Once people have mastered these straightforward writing techniques, they can be easily applied to specific tasks.



How the seminar works

No one will retain huge volumes of complex information about grammar and punctuation over a two-day course, so we have taken another path.

We have separated out the complex grammatical instructional material that most people dread and included it in our *Guide to grammar and punctuation*, a guide for those who hate grammar and punctuation. Written in a conversational tone, this booklet is an invaluable ongoing reference that will help staff solve all the common problems they encounter in their everyday writing.

For the duration of the seminar, we concentrate on principles (not rules) of clear and effective communication instead.

Through a variety of hands-on activities and exercises, participants will learn how to:

find the central message

structure supporting messages

target an audience

write a straightforward sentence

write in plain English

create effective emails

edit and proofread effectively.

Applying these skills, employees will get the job right — the first time.



We come to you

There's no time lost with staff commuting to an external venue. The **half-day course** is delivered at your workplace, offering the maximum benefit with the least disruption.

Stop wasting time rewriting when you can get it right the first time.

Call Red Pony today.



The presenter



Andrew Eather is a writer and editor who has spent the last ten years making the unreadable readable.

The **Red Pony Clear Communications seminar** is the distillation of the lessons learned from that experience conveyed in a form that is most practical for the widest range of participants.



Red Pony

communications group



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