Plain English Foundation® Training

Writing for Clarity
Clear writing courses

What is plain English?

Plain English is a set of writing principles for professionals in the workplace.

Before

The government has commenced a process to examine the best way to prevent young people from becoming involved in crime. An examination is being undertaken of current research and policies in this area.

After

We want to stop young people getting involved in crime. Our first step is to look at current research and policies.

What are the benefits?

Our plain English training builds on your existing writing skills.

We help you improve:

· precision and clarity
· readability and efficiency
· accountability and credibility.

Plain English makes your documents more effective and persuasive. It draws from traditional grammar, rhetoric, information design and cognitive psychology.

Who are we?

Plain English Foundation has run writing skills workshops for thousands of professionals across Australia.

As experts in plain language, our trainers and editors apply the latest research on clear communication to workplace writing.

Our one-day **intermediate** course is for professionals who write for a range of readers.

It will show you how to balance their differing needs by:

· analysing your readers and adjusting the structure and flow of your text
· setting the tone, readability and level of detail to achieve your aims.

You can then build on this foundation in our advanced course, Writing to Persuade, and our specialist course, Writing for the Web.

Outline for Writing for Clarity

1.	Consider your reader	Map your readership and assess the background and needs of different readers.
2.	Evaluate your structure	Learn how to structure a text to balance the needs of different readers in one document.
3.	Make the text flow	Link and bridge your content so the text will flow seamlessly from top to bottom.
4.	Set the right tone	Apply the tone scale and the 7 elements of tone to engage your reader.
5.	Check your readability	Measure the readability of your text so you are pitching at the right level for your reader.
6.	Cut the clutter	Scrutinise your text using the keywords tool to maximise efficiency and reader impact.

Feedback on Writing for Clarity

'These writing skills are applicable everywhere.'

'Simple but powerful tools to help me engage my audience.'

'I will be recommending this training at my work.'

'The course was excellently communicated, friendly and enjoyable.'

'I will be using these skills when I return to work, and in my personal communications.'

'The trainer was excellent in presenting, clarifying and answering questions.'

'Easy to understand and apply the learning.'

'The course helped me increase my confidence in writing.'

Key details

· $585 plus GST

· 9.30 am to 4.30 pm, with lunch included

· Sydney CBD

We offer a discount if you book 2 or more courses in a single transaction.

This can be 2 courses for 1 participant or 1 course for 2 participants.

Register and book online at www.plainenglishfoundation.com.

 PEF Training