



# Effective Written Communications

## for Compliance, Risk & Audit professionals

9.30am to 4.30pm | 1 March 2018 | London

*How to convey difficult messages with the right impact*

*Attending this practical one day workshop will help you:*

- Know how to identify and **apply the right communication style** to your audience
- **Avoid grammatical, linguistic and presentational errors** that distract attention and undermine the key messages
- Structure a **clear communication** that achieves the intended level of impact
- Effectively **deploy different types and style of data** to support your conclusions and recommendations
- Give your reports and communications more **power and credibility** and make it easier for the key recipients to say "yes"



# CTP.

For more information  
please visit:  
[www.ctp.uk.com/ewc](http://www.ctp.uk.com/ewc)  
Email:  
[emmabond@ctp.uk.com](mailto:emmabond@ctp.uk.com)  
Tel: 0330 303 9779

## Course Outline & Objectives

Those of us working in control functions face particular difficulties in getting our message across. What we have to communicate is often complex, technical and sometimes unwelcome. Our audience can be indifferent, resistant and fearful of being criticized or exposed. Meeting these challenges calls for a considerable level of skill, and some psychology, to be employed in the written word. This course will help you recognise and apply the approaches and techniques that will make your reports and other messages more likely to result in the outcomes they were designed to achieve.

*"Very engaging, inclusive and relevant to my needs".*

**Skipton Building Society**

## Who will benefit?

Anyone in **Compliance, Risk or Audit**, responsible for preparing reports, explaining the impact of new rules, legislation and guidance or delivering difficult messages.

*"Very good trainer, excellent content and learned a great deal to improve my skills in the work place".*

**Newline Group**

## Training Approach

We use a number of accelerated learning techniques to embed learning and enhance recall. Any theory is immediately grounded in day-to-day working practice and everything that you learn on the course can be applied directly in the workplace.

## Workshop Leader

**David Cotton**

David has worked in training and management consultancy for over 20 years in nearly 40 countries. An alumnus of both Arthur Andersen and PwC, David's client portfolio encompasses a broad range of government bodies and private sector organisations. He has worked in both training and consulting roles with many of the major UK banks and insurance firms, the BBA and the UK and international regulators. His work ranges from strategy development to advanced communication skills, leadership impact and influence, client relationship management and networking skills, to coaching and mentoring. A prolific author, David has won awards for two of his books, and for an e-learning package on electronic marketplaces. David studied linguistics for pleasure, is a self-confessed pedant and grammarian. He has a Bachelor of Arts degree, Diplomas in Training & Development and Hypnotherapy, is a Certified NLP practitioner, a Fellow of the British Institute for Learning and Development and a Member of the Institute of Leadership and Management.

## How to book

The course fee is **£645 per person + VAT**, including lunch and refreshments. A **10% discount** is available when registering 3 or more delegates.

There are various ways to register:

Website: **[www.ctp.uk.com/ewc](http://www.ctp.uk.com/ewc)**

Email: **[emmabond@ctp.uk.com](mailto:emmabond@ctp.uk.com)**

Telephone: **0330 303 9779**

Post: **Complete and return booking form over page.**

*When booking please quote reference*

**EWCWB**

**THIS PROGRAMME CAN ALSO BE ADAPTED AND DELIVERED IN-HOUSE.**

# Course Programme

Session	Aim	Content
Why good communication is so important	<i>Establish the benefits of correct communication and the current performance level</i>	<ul style="list-style-type: none"> <li>■ Recognising the value in the right communication style</li> <li>■ Group discussion and exercise on impact: reputation, credibility, legality, meaning</li> <li>■ Case Study: examples of poor communication: ambiguous text, incorrect punctuation, spelling errors</li> </ul>
Recognising the needs of your audience	<i>Demonstrate the importance of analysing the language, priorities and needs of the message recipients</i>	<ul style="list-style-type: none"> <li>■ Limitations of a written report</li> <li>■ Using language your audience understands</li> <li>■ Competing with other priorities</li> <li>■ Creating interest in your message</li> <li>■ Identifying the key recipients</li> <li>■ Writing from the recipient's perspective</li> <li>■ Identifying the value of the report for the recipient</li> <li>■ Setting clear objectives</li> </ul>
Developing the content	<i>Construct a clear communication that conveys the appropriate level of impact</i>	<ul style="list-style-type: none"> <li>■ Planning the outline</li> <li>■ Start from your objectives</li> <li>■ Define the key messages</li> <li>■ Structure and Flow</li> <li>■ Use of paragraphs, bullets and numbering</li> <li>■ Presenting data, graphs, charts, tables</li> <li>■ Executive Summaries and Appendices</li> </ul>
Creating the structure of a report	<i>Group exercises: apply the principles and techniques in practice</i>	<ul style="list-style-type: none"> <li>■ Practice report construction</li> <li>■ Peer review</li> </ul>
Review of key rules		<ul style="list-style-type: none"> <li>■ The dangers of "Greengrocers' English"</li> <li>■ Punctuation</li> <li>■ Plurals and possessives</li> <li>■ Spelling – dare you rely on Spellchecker?</li> <li>■ Avoiding jargon – make the end result easy to understand</li> </ul>
Achieving results		<ul style="list-style-type: none"> <li>■ Creating conclusions supported by fact</li> <li>■ Avoiding inappropriate extrapolation of facts</li> <li>■ Using repetition to reinforce messages</li> <li>■ Realistic recommendations</li> <li>■ Clarifying responsibilities and time frames</li> <li>■ Making it easy to say 'Yes'</li> </ul>

# COURSE BOOKING FORM

Please post, fax or email completed form to addresses listed below.

**CTP.**

Thank you for registering to a CTP event. Once the completed booking form is received, your place/s will be reserved and you will receive confirmation by email. Joining instructions will be sent 2 weeks before the event date. Please note all **delegate fees are payable prior to the course**.

*There is a 10% discount when registering 3 or more attendees. Please complete another form for additional delegates.*

<b>Course Title</b>	<b>EFFECTIVE WRITTEN COMMUNICATIONS</b>
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<b>Date</b>	<b>1 March 2018</b>	<b>Event code</b>	<b>EWCWEB</b>
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<b>Delegate 1</b>	Mr / Mrs / Miss / Ms / Other		Name	
	Tel		Role	
	Email			

<b>Delegate 2</b>	Mr / Mrs / Miss / Ms / Other		Name	
	Tel		Role	
	Email			

<b>Delegate 3</b>	Mr / Mrs / Miss / Ms / Other		Name	
	Tel		Role	
	Email			

<b>Company Name</b>			
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<b>Address</b>		<b>Invoice Address (if different)</b>	
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<b>Post Code</b>		<b>Post Code</b>	
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<b>Booking Contact (if different)</b>			
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<b>Tel</b>		<b>NB:</b>	
<b>Email</b>		<b>Purchase Order No / Vendor No</b>	

<b>Payment details</b>	I authorise you to debit my account with the amount of £	inc VAT
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I wish to pay by	<input type="checkbox"/> Mastercard	<input type="checkbox"/> Visa	Please invoice <input type="checkbox"/>																				
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**Cancellations, Substitutions and Transfers.** The following cancellation charges apply: 30+ days before the course date = no charge; 15-29 days before the course date = 50% of the course fee; 0-14 days before the course date = 100% of the course fee. If the registered delegate cannot attend, we shall be pleased to welcome a substitute at no extra charge – please advise us beforehand. If a delegate fails to attend without prior notification, the course fee is payable in full. Please note CTP is unable to accept any liability for non-attendance caused by severe weather or travel disruption. Requests to transfer to the next available course date may be accepted, subject to availability. The option to transfer is only available if received prior to the original course date, once the original course fee has been paid in full and to a course taking place within 12 months. Transfers made 1-30 days prior to the course date, will be charged at 25% of the course fee. For substitutions, cancellations and transfer enquiries, please contact info@ctp.uk.com

CTP is a trading style of Corporate Training Partnerships Ltd, registered in England and Wales (no. 04440798)

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