

Communicating and Writing Clearly to Get Results

清晰地溝通和寫作以達成目標

MEDIUM : English / Cantonese COURSE CODE : CWCGR

Get to the Point, Make Sense to Others and prompt Action

The workshop develops and fine tunes smart oral and written communication practices in being clear, concise and concrete. The participants will master a key communication principle – WII FM (What's In It For Me) - to influence audience attention, engagement and commitment in speaking and in writing:

1. Plan a message in a user-focus direction
2. Process content with a three(3)-step template
3. Polish content with a systematic review
4. Classify technical and complex details in a logical flow
5. Translate difficult meaning for easy assimilation
6. Illustrate abstract ideas with picture painting examples
7. Simplify sentences to enhance clarity and conciseness
8. Design language to create impact
9. Prompt action in an assertive yet tactful tone
10. Speak to create understanding
11. Write to get commitment to actions
12. Identify individual continued development needs

Methodology The workshop encourages interaction, application and review with the following activities: *Energisers, Discussions, Lecture, Video, Case study, Exercises, Self-evaluation questionnaire, Role-play & Coaching*

Course Outline

1. Speaking VS Writing

- Differences between Speaking and Writing
 - Commonality in an Audience-focus Direction
 - Style in Structure, Format and Language
- Methodology: energizer and discussion*

2. WII FM (What's In It For Me) Focus

- Value of WII FM
 - Template to structure a Message in three(3) steps
 - WII FM reason for the Message
 - Easy illustration of references
 - Precise call for action
- Methodology: short video, lecture and exercise*

3. Simplify Content – Less is More

- Introduce an easy-to-use template
 - Illustrate to concretise Ideas
 - Adapt language level to suit audience
- Methodology: discussions and exercise*

4. Role-Play on Communication Scenarios

- Identify audience
 - Suit the communication scenario
 - Respond with focus
- Methodology: debate, role-play and discussions*

5. Power Up Email/Writing

- How to use the WII FM Focus template
 - What are the do's and don'ts
 - What are the personal development areas
- Methodology: self-evaluation questionnaire, lecture, exercise and coaching on submitted samples*

6. User-Friendly Language

- Clear and concise sentence structure
 - Concrete language to create impact
 - Courteous and assertive tone
- Methodology: Case study and exercises*

7. Email/Writing Practice

- Progress updates
 - Approval seeking
 - Problem solving
 - Topic that is practical for the participants
- Methodology: Practice with coaching, followed by presentations*

8. Integration

- Review learning
 - Share action plan
 - Develop action plan
- Methodology: reflections and presentation*