

Communicating and Writing Clearly to Get Attention and Results

MEDIUM : Cantonese / English

DURATION : 1 Day

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

Objective

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

A. Pre-Training Adaptation

Writing/Email samples will be collected from the participants before training. The trainer will give coaching remarks to the participants during training.

B. Training Activities

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

8. Integration

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



Rooms 802-4, 8/F, Hua Qin International Building, 340 Queen's Road Central, Sheung Wan, Hong Kong
 Tel: (852) 2838 1182 (General Line) Fax: (852) 2838 7122 Website: www.celhk.com Email: cel@celhk.com

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