Plain English training course
Training course outline

Plain English training teaches techniques for producing reader-focused documents written in clear, concise English, that facilitate decision making process within your business.

Course summary
Sessions include:

- Writing clearly, effectively and quickly.
- Developing a concise and readable writing style.
- Projecting a positive image of yourself and your business.
- Avoiding common errors in grammar, spelling and word usage.

Duration
One day.

Who should attend?
Typical delegates include managers and professional staff who need to be able to produce clear and effective business documents in their day-to-day work.

In-class or live online
You can attend in-person at our centres, or participate live online from your place of work or home.

To read about our approach to online training, see armada.co.uk/liveonline.

General information
Courses are hosted by highly experienced instructors, who have held senior writing roles in industry.

Refreshments and lunch are provided.

Course fees can be paid by card or bank transfer. We accept purchase orders from UK-registered companies and public sector organisations.

Course materials and certificate
You'll receive:

- A comprehensive training guide and practice files.
- An e-certificate (PDF) confirming successful course completion.

Method of delivery
Training is designed for the busy professional, being short and intensive and combining lecture and demonstration. Practical exercises carried out under guidance help you learn the techniques taught.

You have ample opportunity to discuss specific requirements with the trainer.

After course support
Following training, you're entitled to 30 days' email support from your trainer.

Further information
See armada.co.uk/course/ plain-english.

Course syllabus
See over.

Course syllabus

Topics	Sub-topics
Why good writing matters	Making your business more effective
	Adding value to the public image of your business
	Increased profitability through better communication
Identifying your audience and objectives	Reader-focused and writer-focused writing
	Assessing your audience
	Identifying your audience's preferred writing style
	Determining the document's objective
Planning your writing	The pre-writing phase
	Collecting and organising information

	Preparing your structure
	    Mind-mapping
	    Brainstorming
	    Outliner tools

	Testing your structure
	Drafting and revising
	Meeting deadlines
Using plain English	Getting the right sentence length and type

	Using active voice
	    Why active voice is effective
	    When passive voice should be used
	    Imperative voice and when it should be avoided
	    Avoiding nominalizations

	Using 'you' and 'we'
	Appropriate words
	Using positive language
	Tables and lists

Topics	Sub-topics

Avoiding common pitfalls	Reviewing your writing
	    Building a grammar and punctuation toolbox
	    Applying essential editing techniques
	    Checking and amending your document
	    Eliminating spelling and typographical errors
	    Proofreading

	Identifying and dealing with...
	    Fragmented and run-on sentences
	    Misused words
	    Homonyms

	Myths in writing
	    Split infinitives
	    Beginning and ending sentences
	    Synonyms
	    Pronouns
	    Modifiers

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