



Dr Neryl East



CLEAR BUSINESS WRITING

Be heard. Stand out. Command Influence.

A master class on getting your written message across the first time, every time

Businesses and organisations waste a huge amount of time, effort and money because their staff don't know how to write in clear, easy-to-understand language. The impact is huge: people misunderstand the message and make poor decisions, they waste time having to ring up and ask questions, or – worst of all – they get annoyed and throw important information away.

This highly interactive workshop provides skills for writing clearly, simply and effectively in emails, reports and other forms of business communication.

At the end of this workshop, participants will:

- ◆ Understand the consequences if their writing is not easily understood
- ◆ Recognise the needs of different audiences and specific ways to communicate with them
- ◆ Have specific techniques for making their writing more clear
- ◆ Demonstrate improved writing skills directly relevant to their work

In this workshop we will cover:

- ◆ The perils of unclear information
- ◆ Making it plain without dumbing it down
- ◆ Considering your audience
- ◆ Adapting your writing style to the specific channel
- ◆ The plain language toolkit
- ◆ Putting it into practice

Clear Business Writing is usually delivered as a one-day program or equivalent. It is also effective when paired with *Clear and Confident Communication*, forming a two-day program that covers how to speak and write with credibility and influence. All programs can be delivered in-person and online.

What participants say about Neryl's presentations:

"Neryl's pragmatic, no-nonsense, yet supportive approach guides you through building great communication, credibility and influence in any scenario."

-Merryn Spencer, Straight Talk

"Very relevant content - a toolkit for participants to take away and use immediately in their workplaces."

- Caryn Morgan, CMA Events

"Can I say THANK YOU so much for an amazing workshop – I found it extremely powerful."

- Samantha Kendrick, Telstra

"Your training was so well-received, and we've had lots of great feedback from staff who participated. We've even already started implementing some of the tips you provided."

- Mieka Symes, Mildura Rural City Council

About Dr Neryl East CSP

Neryl has more than 30 years experience as a professional communicator, including over a decade as a journalist in television, radio and print.

She is a Certified Speaking Professional (CSP), an international designation awarded to only a small percentage of outstanding speakers worldwide. Neryl has a PhD in Journalism and is the recipient of national journalism awards. She's an Amazon best-selling author on communication and media and a highly skilled and qualified educator. Neryl is also a sought-after adviser to government, business and not-for-profit leaders.

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