

# eLearning - Write for Impact

## REGISTRATION

[lgnsw.org.au/learning](http://lgnsw.org.au/learning)

## COST

\$285 plus GST per person

Discounts apply for groups of 50 or more.

## CONTACT

For more information contact [Learning Solutions](mailto:Learning.Solutions@lgnsw.org.au) at 02 9242 4181/4081 or [learning@lgnsw.org.au](mailto:learning@lgnsw.org.au)

## Overview

Write For Impact is an online, step-by-step eLearning program you work through at your own pace and in your own time. It acts as a type of mentor to encourage you to gain essential knowledge and skills in business writing and grammar.

This program helps ensure written communication is accurate, clear and concise, and reflects your council's brand values. The program goal is to improve people's productivity by cutting the time wasted in preparing and reading poorly constructed written communication.

## Who should attend

Councillors and council staff. Anyone who would like to boost the impact of their writing will benefit from this training.

## Content

The online training has two components – Business Writing and Business Grammar:

**Business Writing** takes you through five steps that apply to every kind of writing people do and then helps them to use the approach within their own work. You receive weekly email prompts for each new module when it is due. You assess your skills at the beginning and end to see how much you have improved.

**Business Grammar** covers the foundational knowledge you need to write accurately and consistently. You can choose to access the modules once a week, as with Business Writing, or use them as you need them to refresh grammar and spelling.

Each module provides essential knowledge and how it is applied. This is reinforced with appropriate activities which include quizzes, hint sheets, or other writing activities.

Write For Impact's monthly newsletter addresses changing practices, and it's LinkedIn and Twitter sites encourage further engagement.

You can also arrange personal coaching to build your confidence and competency quickly. The coaching involves submitting three examples of your work for feedback. Your coach will review the work, provide a written critique and speak with you about each example.

This process is repeated twice within a three-month period, making a total of three documents that are reviewed and commented on.

## Process

The online program provides:

- 12-months access via computer and iPad.
- Ongoing support.
- A mentoring approach to help you learn quicker.
- Practice in everyday writing, including emails, presentations and social media.

For more information, watch the explanatory video at [www.vimeo.com/58162660](http://www.vimeo.com/58162660)

## To register

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