

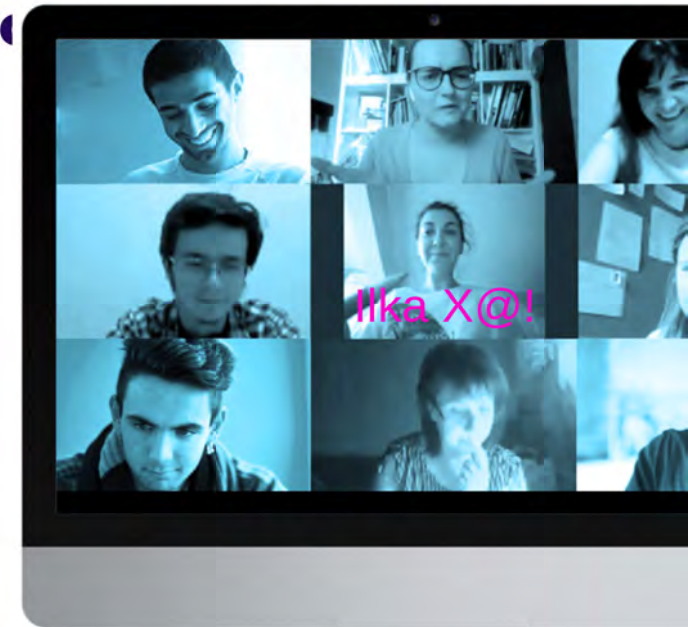
Adapt your written style

ProfessionalSkills

Theme:
Masterful Workplace Writing

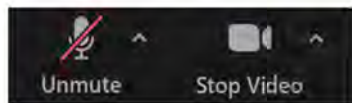
Before we start, please make sure...

- ✓ **your name on Zoom is clear (use Latin letters)**
- ✓ **your camera is on and mic is off (unmute when needed)**
- ✓ **you are in a quiet area that helps you focus**
- ✓ **you have a notebook or a note app ready to take notes**

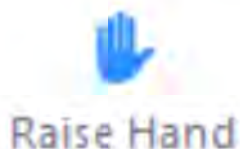


Virtual learning tools

1



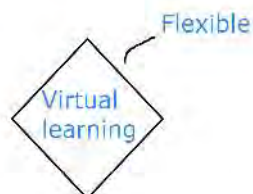
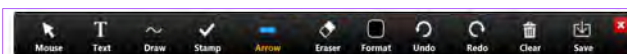
Unmute and share your response if you are instructed to (run the audio setup to check your mic).



Raise your virtual **hand** to participate.

2

Participate in whiteboard and on-screen activities using **annotation tools**.



3

Follow instructions and use specific **annotation tools** from the dropdown menus.

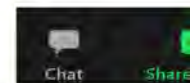
4

Use the **chat** to share ideas and answers.

To: Everyone
That's a great idea! :-)

Send your message to **everyone**.

Use **react** to give feedback signal you



How does it work?



You need to complete all three parts to get the most out of your course.

Prepare before class



Live class
+
After-class speaking session
(optional)



Practise after class

Pre-class activities

Prepare before class



Reader types



A 'Reader types' matrix

After-class speaking session

Stay back after class for 5 or 10 minutes to talk to your classmates from around the world.

This extra speaking practice will help you...

- improve your conversation skills
- practise using language learnt in class
- support and help your fellow students
- practise using English in a natural context
- become a part of a global learning community



Your learning journey

As a result of this lesson, you should be better able to...

- **identify a writer's communication style and adapt writing to the reader and context, building and enhancing relationships**

You will find out about...

- **reader types through audience and stakeholder analysis**
- **evaluating your business writing preferences and its impact on readers**
- **tailoring your message to different types of audiences**

You will...

- **practise analysing a text and identify different reader types before considering how to adapt the writing style**
- **share your plan on how you will improve your writing for your readers**



Lead-in

Discuss the following in pairs/groups.

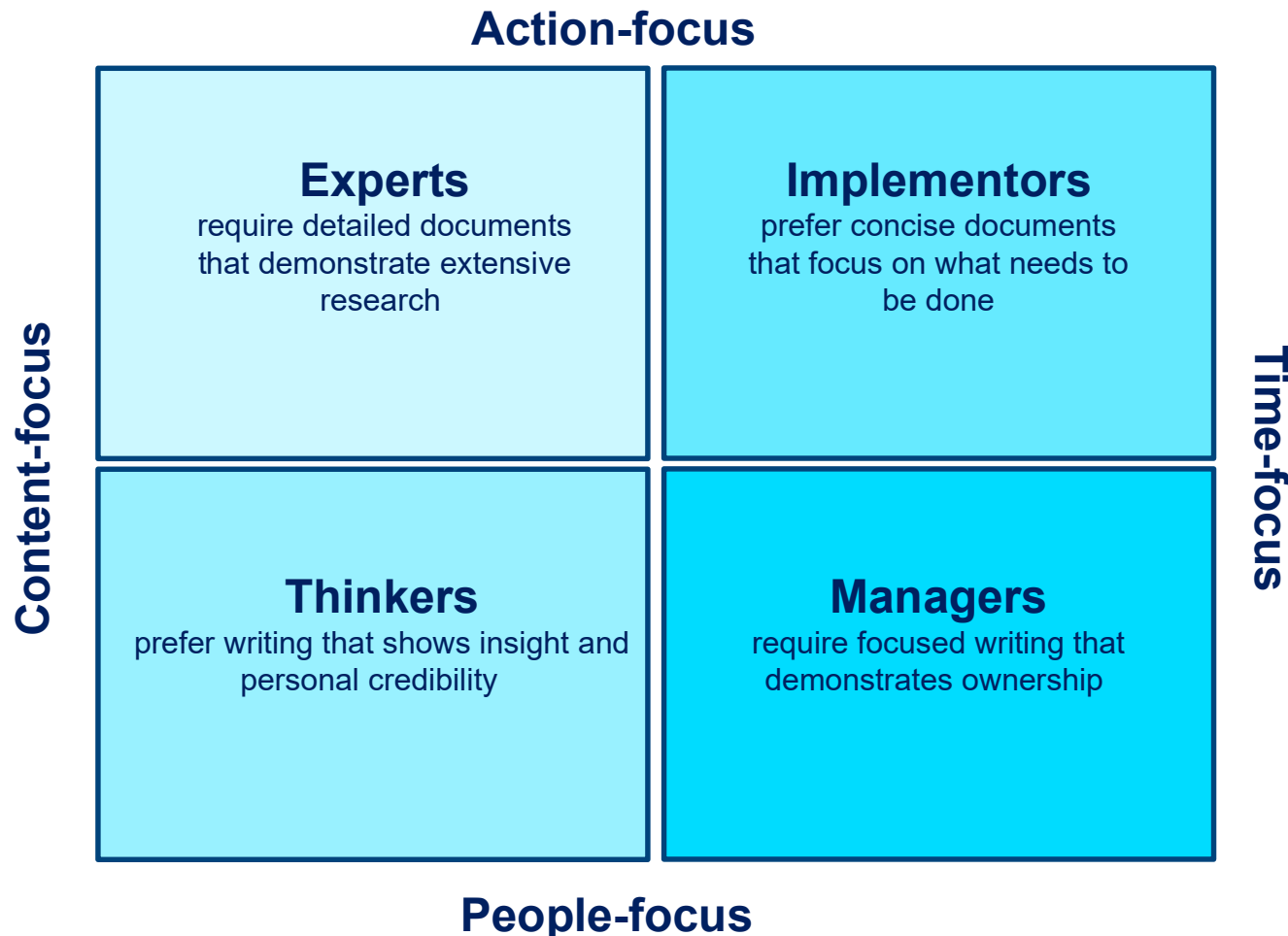
What type of documents do you typically write at your workplace?

Are they in English?

Who do you usually write to? (Think of their role/hierarchy in the organisation)



Skills focus 1: Matrix of reader types



Look at the matrix you reviewed in pre-lesson activities.

1. What reader type are you?
2. What do you do when you receive a text (email, report etc) that does not suit your reader type?
3. Look at the four general preferences: action, time, people and content. Which one do you think dominates your writing style?

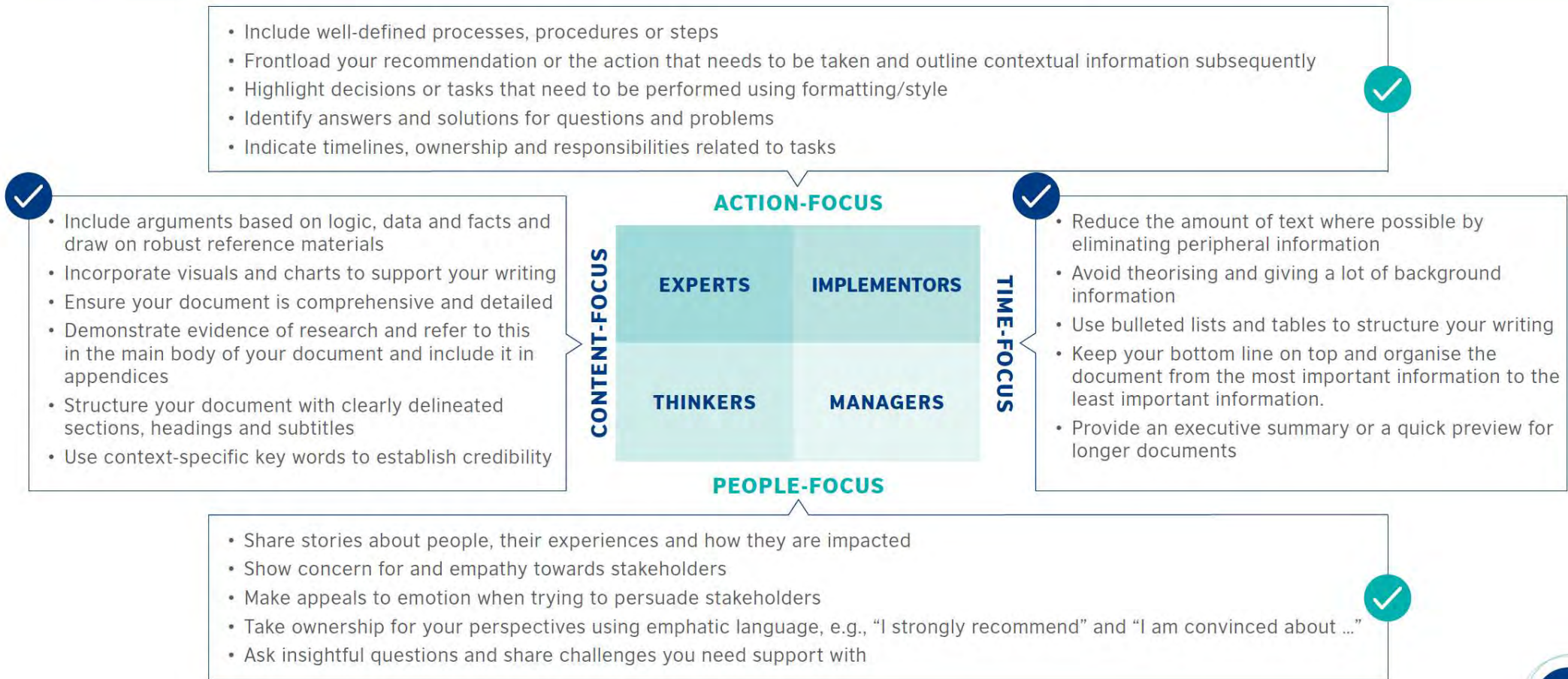
Adapted from Watson and Barker (1995)

Skills focus 2: Adapting writing styles



KEY CONCEPT:

Address the specific needs of different types of readers by changing the language, structure, formatting or contents of your writing.



Skills focus 2: Adapting writing styles

Using the advice on the previous slide, discuss the following:

1. Why differentiate your business writing approach when writing to various stakeholders?
2. Why should we try to understand reader types using a matrix rather than as four individual styles?
3. What would you do if you need to write to multiple stakeholders who have different reading preferences?



Task



Task: putting it all together

Be quick or be gone! I supervise quality and risk for ten projects – I get hundreds of mails, reports, proposals, approach notes, articles and white papers. I can't possibly go through all of that. Highlight the part of the document that is relevant to me. I don't need the backstory. If people or processes are going to be impacted, I need to know. Just tell me what approval you require, resources you need organised or people you need to be put in touch with. (1) Head of Quality & Risk Management

- ❖ Reader type?
- ❖ Suggestions to adapt the writing?
- ❖ Discuss and share your ideas

Task: putting it all together

Don't give me things piecemeal – give me all the information I need to take a decision or perform a task. I hate having to ask for additional documents. Do your research before you send me something and make sure your document is comprehensive and detailed. I'll decide what's relevant and what's not.

Most importantly, include accurate and up-to-date data to ensure that we are taking the right decision.

(2) Financial Controller

- ❖ Reader type?
- ❖ Suggestions to adapt the writing?
- ❖ Discuss and share your ideas

Task: putting it all together

Don't just think outside the box! Tear up the box! Every issue, task or incident is an opportunity for us to innovate and continue to develop as a forward-thinking organisation.

Come to me with ideas, not fixed plans and use documents as a launchpad for discussion. Let's identify the best solution by collaborating and thinking holistically about long-term impact.

(3) Marketing Manager

- ❖ Reader type?
- ❖ Suggestions to adapt the writing?
- ❖ Discuss and share your ideas

Task: putting it all together

I just spent close to an hour going through a 50-page project report and I have no idea what I am supposed to do with it. I've got a lot of things on my plate, and I can't afford to sit around figuring out what needs to be done.

I wish my colleagues would clearly outline what tasks I need to do and not hide this information away in the middle of a long, dense document.

(4) Project manager

- ❖ Reader type?
- ❖ Suggestions to adapt the writing?
- ❖ Discuss and share your ideas

Task: presenting your ideas (1)

Briefly tell the class the following:

- 1. The reader type**
- 2. The suggestions you made to match the email to the reader type**



Task: presenting your ideas (2)

In pairs, think back to your discussion at the beginning of class. Share the following action points for your business writing:

- 1. What is your writing style?**
- 2. What types of writing do you typically produce?**
- 3. Thinking of your readers, what 2-3 changes do you need to make to become a more effective communicator when writing?**



Task: feedback

Your learning journey: assess your progress

Now you are better able to...

- identify a writer's communication style and adapt writing to the reader and context, building and enhancing relationships

You have found out about...

- reader types through audience and stakeholder analysis
- evaluating your business writing preferences and their impact on readers
- tailoring your message to different types of audiences

You have ...

- practised analysing a text and given suggestions on how it should be improved for its reader type
- shared your plan on how you will improve your writing for your readers



What's next?

Practice after class



Writing strategies

Extra reading:



<https://prowritingaid.com/art/423/How-to-Juggle-Styles-and-Write-for-Different-Audiences.>

<https://wac.colostate.edu/resources/writing/guides/audience/>

Action planning

From the discussions in today's class, devise a plan on the following:

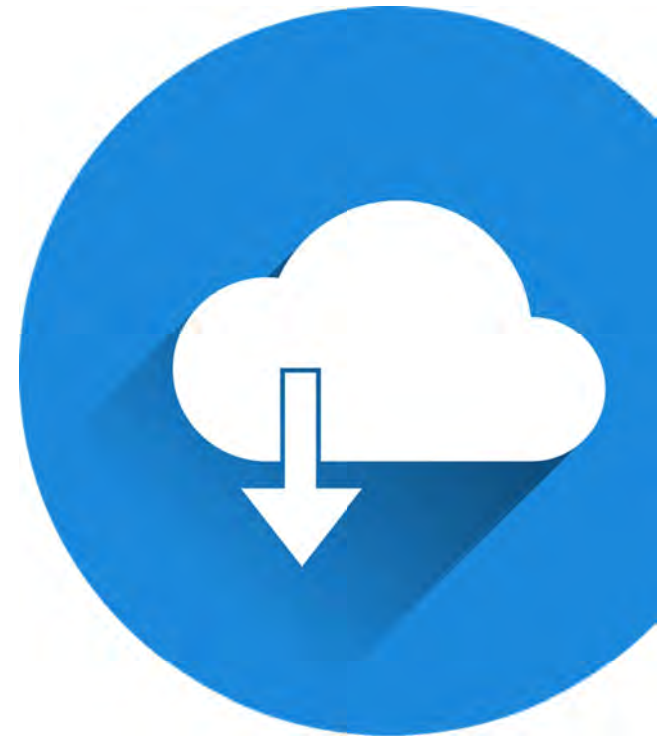
- ❖ Three new things you have learnt about your written communication.
- ❖ Two things you plan to change or improve.
- ❖ One thing you will read more on regarding writing styles.



Materials

Make sure you have

- downloaded the materials shared by the teacher
- saved the Zoom Chat



After-class speaking session

You can talk about any topic that interests you!

Use these questions as a guide, if needed.

- What type of reader are you?
- How easy do you find it to adapt your writing style to different readers?
- Do you ever feel frustrated or annoyed when you receive the 'wrong' type of information.
- Which types of reader do you have in your workplace?
- Do you agree that not everyone need the same kind of information at work? Why or why not?

Dos

- ✓ Treat everyone with respect
- ✓ Keep your camera on to participate
- ✓ Let others share ideas
- ✓ Listen to everyone
- ✓ Click 'Leave' if you can't stay back

Don'ts

- ✗ Don't take pictures or record
- ✗ Don't share personal information
- ✗ Don't let your children be onscreen

What do you think?

Do you like our new Professional Skills themes?

What did you think of the online activities?

What further information do you need?

For more information, write to

support.englishonline@britishcouncil.org



Teacher's Notes

This slide deck was adapted by Jane Warren

Notes

Share your thoughts about the lesson with the next teacher