

## Right for your reader: Brighter writing means better business

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**Start date** 17 March 2017**End date** 19 March 2017**Venue** Madingley Hall  
Madingley  
Cambridge**Tutor** Ian Shircore**Course code** 1617NRX070**Director of Programmes**

Emma Jennings

**For further information on this  
course, please contact**Public Programme Coordinator, Clare Kerr  
[clare.kerr@ice.cam.ac.uk](mailto:clare.kerr@ice.cam.ac.uk) or 01223 746237**To book** See: [www.ice.cam.ac.uk](http://www.ice.cam.ac.uk) or telephone 01223 746262

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### Tutor biography

Ian Shircore is a journalist, a marketing specialist and an author and ghostwriter. He has been writing for a living for fifty years and has written a dozen books in his own name – on subjects ranging from NLP (Neuro-linguistic programming) in business to the life of John F Kennedy and the neglected song writing career of Clive James – and ghost-written many more. His unconventional courses, always based around the *Right for Your Reader* theme, train managers to write easily, clearly and fluently, without the cliché and unnecessary pomposity that dogs so much 21st-century business writing.

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## Course programme

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### Friday

Please plan to arrive between 16:30 and 18:30. You can meet other course members in the bar which opens at 18:15. Tea and coffee making facilities are available in the study bedrooms.

19:00	Dinner
20:30 – 22:00	Introduction: What's wrong with most business writing?
22:00	Terrace bar open for informal discussion

### Saturday

07:30	Breakfast
09:00 – 10:30	Everything you ever read is too long
10:30	Coffee
11:00 – 12:30	<i>The Economist</i> , <i>Harvard Business Review</i> and a game of Editing Jenga
13:00	Lunch
14:00 – 16:00	Free
16:00	Tea
16:30 – 18:00	What are you trying to achieve?
18:00 – 18:30	Free
18:30	Dinner
20:00 – 21:30	Finding the story, and cherishing the “vitamins”
21:30	Terrace bar open for informal discussion

### Sunday

07:30	Breakfast
09:00 – 10:30	Principles, rules of thumb and “Viking” vocabulary
10:30	Coffee
11:00 – 12:30	Your tools of the trade
12:45	Lunch

**The course will disperse after lunch**

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## Course syllabus

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### Aims:

To teach practical editing and writing skills anyone can quickly learn and apply.

To provide 41 techniques, short cuts, insights and rules of thumb that will help participants write faster and more vividly, enjoy doing it more and routinely produce business writing that sways, seduces and sells.

### Content:

This weekend course introduces a new approach to writing for and in business, based on getting it right for your reader. It introduces several new and practical concepts and techniques – such as the “Curse of Knowledge”, “asteroid thinking” and “vitamin-hunting” – that can help writers with no literary pretensions identify what they need to say and how best to say it.

Beginning with sessions involving analysis and editing, the course moves on to identify what makes for vigorous, believable writing. We’ll look at how to get started quickly, how to make your points with vivid emphasis, and how to ensure that your business writing – which should always have a clearly defined purpose – achieves exactly what it sets out to.

Students will learn how to find the words, images and metaphors they need and take the opportunity to practise their new-found skills in a range of short, enjoyable exercises.

### Presentation of the course:

We will be using games, exercises and group discussion, alongside direct instruction, to help each participant build confidence and find a voice. Laminated handouts will be provided, covering the main points, so extensive note-taking is not required.

### As a result of the course, within the constraints of the time available, students should be able to:

Approach the task of writing a report, proposal, press release or similar business document with confidence and a clear plan.

Write more fluently and energetically, making ideas come alive for the reader.

Edit and improve their own writing and that of people around them.

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## Reading and resources list

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Listed below are a number of texts that might be of interest for future reference, but do not need to be bought (or consulted) for the course.

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Author	Title	Publisher and date
Gowers, R & Gowers, E	<i>Plain Words</i>	Penguin, 2015
King, Stephen	<i>On Writing, A Memoir of the Craft</i>	Hodder Paperbacks, 2012
Lamott, A	<i>Bird by Bird</i>	Anchor, 1995

**Note** Students of the Institute of Continuing Education are entitled to 20% discount on books published by Cambridge University Press (CUP) which are purchased at the Press bookshop, 1 Trinity Street, Cambridge (Mon-Sat 9am – 5:30pm, Sun 11am – 5pm). A letter or email confirming acceptance on to a current Institute course should be taken as evidence of enrolment.

*Information correct as of:* 11 November 2016