Writing Strategic Documents
May 11 – 13, 2015

Workshop Report

May 18, 2015
The world is overloaded with information, making it essential to communicate clearly and concisely and to convey messages effectively. Readers need to understand quickly the key points and structure of any piece of writing, from short emails to the most formal reports.

This course focused on strategies for making English writing and editing more direct, cohesive, and engaging. It was delivered for people with a solid grounding in English but whose work requires that they strengthen their skills in written communication.

The following topics were covered during this 3-day course:
- Establishing clarity
- Outlining and organizing the text
- Highlighting key messages
- Guiding the reader through sentences and paragraphs
- Editing yourself and others
- Targeting your audience
- Avoiding bureaucratic language
- Editorial style and consistency
- Formatting for the reader

Lecturer:
- Paul McClure, Ph.D., CEF Associate Fellow and Senior Communications Officer, World Bank Group

Participants:
In all, there were 21 participants from Slovene IMAD and one participant from Ministry of Finance.
Evaluation:

**Overall satisfaction with the course**

No. of all responses: 19, Average mark: **4.26**

**The workshop met my expectations.**

No. of all responses: 18, Average mark: **4.06**

**Selected Participants’ Comments:**

- Lecturer was experienced.
- I mostly appreciated general writing guidelines that are not English specific, but can also be applied in Slovene text.
- I will use the acquired knowledge in writing working papers in English and answering to the questionaries’ from the OECD, IMF and similar.