

Tune Up Your Engineers' Writing Skills

2-Day Training on 28 & 29 Nov. 2011 at Quality Hotel Singapore

The ability to communicate clearly in writing is an essential skill for many engineers to perform well in their roles.

Every detailed technical study concludes with a written technical report. Similarly, every bid for new business involves an elaborate techno-commercial proposal. And every complex process or equipment needs a written procedure.

Indeed, an engineer's quality of work and productivity often directly hinge on his or her technical writing skills.

What about your engineers? Would it help them to do a better job if they sharpened their technical writing skills?

Tune Up Your Engineers' Writing Skills is a 2-day training workshop to help engineers grind and hone their technical writing skills. A hands-on, interactive workshop, it will be conducted by Atul Mathur who is a postgraduate engineer with 14 years of experience in the engineering industry, an experienced technical writer and a certified trainer.

Who Should Attend?

Engineers who would like to sharpen their writing skills to produce high-quality technical documents like reports, proposals and procedures.

Programme Outline DAY 1

Smooth and efficient writing process

- Basic writing process: Plan, write and revise
- Building blocks of writing: Paragraphs
- Eight common structures of written content

Best practices in technical writing

- Three ways to clean up your writing
 - How to avoid clutter words?
 - How to get rid of needless qualifiers?
 - Why some expressions are redundant?
- Three ways to simplify your writing
 - How to use simple and familiar words?
 - Why and how to write short sentences?
 - Why and how to deal with jargon?

- Three ways to improve clarity and add impact
 - How to use the power of active voice?
 - How to be specific, definite and concrete?
 - How to employ stronger verbs and avoid weak ones?
- How to be more fluid in your writing?

Technical reports – Part 1

- Qualities of a good technical report
- Structure of a technical report
 - Three layers of information
- Process of writing a technical report
 - Three sub-processes
 - Ten steps from start to finish

Programme Outline DAY 2

Technical reports – Part 2

- How to write executive summary, introduction, conclusion and recommendations?
- How to make technical reports visually impressive?
- What are the different types of technical reports?

Winning proposals

- Types of proposals
- Format and different parts of a proposal
- Eight-step process of developing a proposal
- Common mistakes in proposals
- Strategies for writing a winning proposal

Clear procedures

- Qualities of a good procedure
- General structure and key parts
- Process of writing procedures
- Best practices for writing clear procedures

A problem well stated is a problem half solved.

- Charles F. Kettering

Key Learning Outcomes

By the end of this programme, you should be able to:

- ✓ write efficiently and smoothly following a three-step writing process
- ✓ apply the best practices in technical writing to all documents
- ✓ write high-quality technical reports following a systematic 10-step process
- ✓ write winning proposals that sharpen your company's competitive edge in the market
- ✓ write clear procedures

Features

- **Learning by doing:** Includes interesting writing exercises. Be prepared to write and write a lot.
- **Collaborative learning:** Participants to freely share their experiences and ideas, and learn from one another.
- **Practical & relevant:** Workshop designed and delivered by an engineer for engineers with a clear goal of "learning to apply it".

About Atul Mathur

Atul Mathur is an engineer with a master's degree (IIT Kanpur, India), an experienced technical writer and a certified trainer.

He has worked in senior positions in the engineering industry for 14 years. During his tenure, he was predominantly involved in and also recognised for writing wide variety of engineering documents, such as reports, proposals, procedures, specifications, manuals, etc.

He is a published writer with over 50 articles published in various magazines and The Straits Times newspaper. He is the author of the ebook, "5 Quick Steps to a New Job". In addition, he also writes two free newsletters:

- **Career Tips** (dedicated to career development)
- **IDEAS** (dedicated to innovation, creativity and change in organisations)

Atul also specialises in writing content for technology companies for their marketing and technical publications. Operating through Content Alive, the writing firm he established in 2001, he has written content for advertorials, brochures, books/ebooks, case studies, data sheets, feature articles, interviews, newsletters, press releases, reports, speeches, training manuals, video scripts, user manuals and Web sites.

An ACTA (Advanced Certificate in Training and Assessment) certified trainer, he has proven experience of conducting training for engineering professionals.

To know more about Atul Mathur, visit:
www.atulmathur.com

Tune Up Your Engineers' Writing Skills (Limited to 20 seats only)

Registration

To register, please e-mail the following details to atul@atulmathur.com

1. Total number of participants and their names
2. Contact details

Training fees

- \$780 (includes 250-page training manual) per pax (10% discount for two or more participants from the same organisation)
- Please issue a cheque in favour of CONTENT ALIVE and send it to:

CONTENT **ALIVE**
10 ANSON Road
#31-10 International Plaza
Singapore 079903

Phone: 9489 6150 | E-mail: atul@atulmathur.com | www.atulmathur.com

VENUE
Quality Hotel Singapore
201 Balestier Road
Singapore 329926

28 and 29 Nov. 2011

8:30 am – 5:30 pm