

Leading through Writing Excellence in Healthcare

One-day workshop for healthcare communicators - with award winning medical journalist Dr Sue Mayor and experienced healthcare communications and leadership coach Deborah Goodall.

Achieve results through the credibility, sensitivity and persuasiveness of your writing.

This dynamic and visual workshop offers new perspectives on effective writing in a scientific business environment. It enhances understanding of the communications processes involved in writing strategically, clearly and with impact. Participants are introduced to important concepts in communications psychology underpinning both effective leadership and excellence in writing. Exercises are uniquely tailored to the healthcare market.

Leading through writing excellence

- * Practise **specific tools** that clarify your purpose and writing strategy
- * Understand **where to start** and what information level will **engage your reader**
- * **Translate scientific complexity** with rigour and clarity whilst also managing readers' emotional reactions
- * Learn how to adapt your writing to **take account of how we naturally process information**
- * **Avoid** the errors commonly made in pharmaceutical business writing
- * Explore how language guides thought and **develop a style that immediately connects**.

"Sue & Deborah's approach is unique and cannot be compared with other types of writing training. It goes beyond teaching technique and seeks to truly change behaviour and thinking..."

Sarah Spencer, Head, Global Communications Excellence, GSK

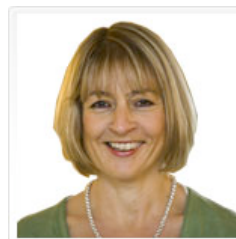
The workshop will be run by....

Dr Sue Mayor



Sue is a **highly experienced medical writer** and trainer. She was recently voted UK Medical Journalist of the Year and is a former news editor of the BMJ. She regularly runs workshops in writing and communication skills for pharmaceutical and other healthcare organisations.

Deborah Goodall



Deborah Goodall has more than 20 years' **experience in healthcare PR** and training in both industry and consultancy roles. She is a **qualified executive coach** who works with people to help them create the communication and personal effectiveness they want in the workplace.

Who is the workshop for?

Those operating in a healthcare or scientific environment who would like to lead and write more effectively as a means of influencing and generating results in the workplace.

Where and when? BMA House (TBC), Thursday 6 October, 2011 and Thursday 17th May 2012

Investment £425 per head (including course materials, lunch and refreshments)

How to register Please email deborah@fruitfulconversations.co.uk or click on the booking links on our website.

Early bird price: £ 375 for bookings received before midnight on **20th September, 2011** or before midnight on **29th April, 2012** for the May workshop.