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Nota di contenuto	Front Cover; Writing Effectively; Copyright Page; Contents; Workbook introduction; 1. ILM Super Series study links; 2. Links to ILM qualifications; 3. Links to S/NVQs in Management; 4. Workbook objectives; 5. Activity planner; Session A: Why and when to write; 1. Introduction; 2. Writing versus speech; 3. The advantages of writing; 4. Summary; Session B: Writing for results; 1. Introduction; 2. Reaching the destination; 3. Getting the reader's attention; 4. Plain words; 5. Making the right impression; 6. The human touch; 7. Summary; Session C: Planning and laying out your writing 1. Introduction 2. Planning your writing; 3. Laying out written documents; 4. Including visual materials; 5. Summary; Performance checks; 1. Quick quiz; 2. Workbook assessment; 3. Work-based assignment; Reflect and review; 1. Reflect and review; 2. Action plan; 3. Extensions; 4. Answers to self-assessment questions; 5. Answers to activities; 6. Answers to the quick quiz; 7. Certificate
Sommario/riassunto	With forty well structured and easy to follow topics to choose from, each workbook has a wide range of case studies, questions and activities to meet both an individual or organization's training needs. Whether studying for an ILM qualification or looking to enhance the

skills of your employees, Super Series provides essential solutions, frameworks and techniques to support management and leadership development.
