



CLARITY  
GLOBAL

# TRAINING & WORKSHOP FACILITATION

Learn to communicate in a way that is clear, concise and engaging – winning your audience’s attention, understanding and respect, whether or not they are experts in your field.

## TRAINING

In our courses, we emphasise the need to think carefully about your audience, the purpose of your communication and how you present your ideas. The **principles of clear communication** form the foundation of all our courses. To ensure training is targeted and effective, we tailor the syllabus to client needs, focusing on relevant writing formats.

Our courses are inclusive and interactive, and can be delivered in person or online. They involve discussion of writing samples, practical exercises and constructive feedback. Course content can be designed for all levels of your organisation, from executive to junior staff.

## WORKSHOP FACILITATION

Successful projects require planning and collaboration, and a workshop can be a good place to start. We can assist by bringing together the key people you need on a project and guiding discussion in order to brainstorm ideas, clarify goals and agree on next steps.

## ONGOING LEARNING

It takes time and effort to build your writing skill. A training course is a good starting point but long-term gains depend on reading widely, practising often and regularly reviewing key principles. Our book *Become a Better Writer: How to Write with Clarity and Simplicity* is a handy resource for broadening and reinforcing understanding of lessons learned during training. A unique feature of our training courses is that each trainee receives a copy of our book.

### PRINCIPLES OF CLEAR COMMUNICATION

Use clear, concise language  
.....

Consider your audience  
.....

Get your tone right  
.....

Use active voice to show accountability  
.....

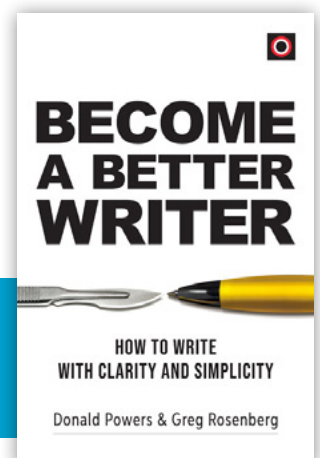
Avoid jargon and explain technical terms  
.....

Write to the point  
.....

Visualise data effectively  
.....

Format for readability

We believe that focused, accessible communication enhances accountability and broadens your reach.



## OUR TEAM



### Donald Powers

Donald is Clarity's head of training and has developed and delivered courses for a wide range of clients. Before joining Clarity, he taught English at the University of Cape Town for more than a decade and English as a foreign language for two years in Germany. He holds a PhD in English literature and is the co-author of *Become a Better Writer: How to Write with Clarity and Simplicity* (2022).



### Shaista Amod

Shaista holds a master's degree in economics and philosophy from the London School of Economics. Before joining Clarity, she was an economist with the South African Reserve Bank. As a writer and editor, she helps Clarity's clients develop evidence-based, strategic communications suited to their target audiences. She is an experienced presenter and has delivered training for a range of clients.



### Greg Rosenberg

Greg has more than 30 years' experience as a strategic communications advisor, editor, trainer and journalist. He serves as a global advisor on public financial management communications and is the co-author of *Become a Better Writer*.



### Palesa Morudu

Palesa is an experienced public speaker and commentator on current affairs. She has chaired panels and contributed opinion pieces to numerous publications, including *Business Day* and *Daily Maverick*.

## CLIENT FEEDBACK

"Great course and love how specific it was in terms of the content. It was fully aligned to our reports."

– South African Reserve Bank (2020)

"The course was insightful and has made me question everything I know or was initially comfortable with. Thanks so much – it has been one of the best courses I've attended in terms of structure, discipline, engagement and material."

– Ports Regulator of South Africa (2019)

"The examples were great, and having a good mix of our own writing examples and others kept it helpful and interesting."

– Roche Sequencing Solutions Cape Town (2019)

"I've done many writing courses throughout my career. This was more comprehensive than the others. It has made me think things through and keep it simple."


– Absa (2018)

## CONTACT US

### CLARITY GLOBAL STRATEGIC COMMUNICATIONS

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## COURSE DETAIL

Since 2015, we have trained more than 600 professionals in government, business and the development sector. These include economic policy analysts, communications managers, government executives, journalists, editors, researchers and scientists. Below is a selection of clients we have delivered writing training for.



South African Reserve Bank

### **SOUTH AFRICAN RESERVE BANK**

#### **Financial services**

2019-2022 | Online and in-person training

Focus: Presenting technical information clearly and accessibly



### **ROCHE SEQUENCING SOLUTIONS**

#### **Pharmaceutical**

2022, 2019 | In-person and online training

Focus: Producing a technical report that is clear, logically structured and fit for purpose



### **POPULATION SERVICES INTERNATIONAL**

#### **Global health**

2022 | Online workshop facilitation

Role: Facilitation of the first online annual meeting of the U.S. President's Malaria Initiative's "Impact Malaria" project



### **OPTIMI**

#### **Education**

2021 | Online training

Focus: Writing and editing educational content that is clear and meaningful to school learners



### **WORLDWIDE FUND FOR NATURE**

#### **Environmental conservation**

2019 | In-person training

Focus: Writing concise and engaging blogs and reports



### **NATIONAL TREASURY**

#### **Financial services**

2019 | In-person training

Focus: Visualising data effectively and writing clearly about economic policy



### **Absa**

#### **Financial services**

2018 | In-person training

Focus: Capturing the high-level points of a report in an executive summary and in presentation slides for Board of Directors meetings