



CONSALIA 
Sales Transformed

“It made me enjoy reading much more than I did before as I read more consciously now. I enjoyed the flexible online format, which allowed me to join wherever I was. I need to decide if I should publish, in which journal and in which language. I am now aware of associated challenges, but also about what makes writing powerful.”

Finding Your Written Voice

Improve your writing skills and get your work published

Get your work published in the academic and public domain. Further your career goals and increase your public profile. Set yourself apart from your fellow practitioners.

About the course

The primary objective of the course is to produce a piece of writing for academic and/or commercial publication.

This writing could be in the form of an article for a journal in fields such as coaching, business or sales – an accomplishment which will further your career goals, increase your public profile and provide deep personal satisfaction.

The course is rooted in education, not training and, as such, will engage with critical thinking and reflective analysis. There is enormous prestige involved in having published in an academic arena:

The focus will be on the successful placement of your writing in an academic/and or commercial journal or the acceptance of a proposal for a monograph or book.

The course will run from Thursday 6th February 2020 (5pm – 6.30 pm GMT), finishing on Thursday 11th June 2020. This is a 10 week part-time course of 1.5 hours online sessions on Thursdays (dates and times TBC).

The course will also include one to one Zoom tutorials throughout the term. There is no requirement to produce anything but you are strongly encouraged to, for example, go back to your Master's thesis or project and reflect on how you could turn it into a journal article or develop it into a book. The cost for the course is £1,750.

Writing Academically

Course Objectives

The course will demonstrate:

- **How to prepare a good abstract;**
- **How to write clear practice points;**
- **How to develop your own style and flair in communicating meaningful and insightful data.**

Your ultimate goal is to make a solid contribution to academic and practice knowledge, a contribution that will set you apart from your fellow practitioners.

There will be specified reading for each workshop. The reading is relevant, never too lengthy and always illuminating.

Some of the writers discussed include Edgar Allan Poe, James Baldwin, Alexander Solzhenitsyn, George Orwell, Camille Paglia, Edmund Phelps and Roger Scruton. Some of the skills you will hone include:

- **How to craft clear, consistent and compelling arguments;**
- **How to revise for clarity and conciseness;**
- **How to improve the quality of your communication – both verbal and non-verbal.**

The course will help you to communicate as effectively as possible with your peers, your clients, and the wider world. This course will also provide support with your coaching as well as support in placing your work in the academic and public domain.

The underlying principle is the clear and transparent exchange of ideas.

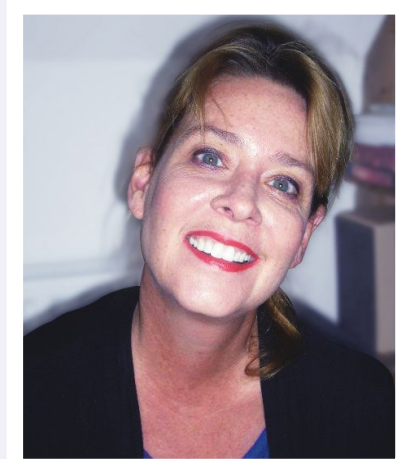
What students say about the course

"The exposure to different writers was excellent and I was exposed to a great many authors that I had not previously explored. Looking at the practice of using literature to explore and tell business stories is something I had not considered previously, and I am reading and writing from a whole new perspective."

"I would definitely recommend [the course] for anyone wanting to write or publish or to just explore and discover more about themselves as the readings alone provoke deep reflection on various elements of all of our lives and this can facilitate personal growth. It is similar to a coaching experience and Christine is a great coach! None of the above points would have been as effective if it were not for our facilitator, Christine. Her sincere and authentic passion for teaching, literature and coaching and ability to connect and develop a relationship with each of the group's participants is what was the most helpful and enjoyable."

"Given that my time is so precious at the moment I enjoyed it much more than I thought I would! The writing and the reading helped me pull back from my manic days and to reflect – always good to do. I then began to realise I enjoyed the writing. Finally, the 'aha' moment. I've realised I can probably write something that people will genuinely be interested to read."

"Christine has directed me from the beginning of the course as I indicated I wanted to use autobiographical elements in my writing and her extensive knowledge of publishing and how to choose a publisher has been valuable."



Led by Christine Eastman - author of 'Improving Workplace Learning by Teaching Literature', and 'Coaching for Professional Development', this course gives you the opportunity to explore how to write a proposal for a monograph, article or book in your chosen field.

To register an interest or request further details, please contact Yvonne Green by email ygreen@consalia.com or, for a more in-depth discussion about the course content, please contact caeastman39@hotmail.co.uk