



**CONSALIA**  
SALES BUSINESS SCHOOL

# Finding Your Written Voice

A course for Post-Graduate Alumni

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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

**This publishing course intends to focus on the use of language both in thought and deed in order to help you communicate as effectively as possible with your peers, your clients, and the wider world. The underlying principle is the clear and transparent exchange of ideas.**

*“The humanities—including the study of languages, literature, history, jurisprudence, philosophy, comparative religion, ethics, and the arts—are disciplines of memory and imagination, telling us where we have been and helping us envision where we are going.”*

AMERICAN ACADEMY OF ARTS & SCIENCE

The primary aim 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. There will also be the opportunity to explore how to write a proposal for a monograph or book in your chosen field. 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.

**We will meet on Zoom (link to be sent out) – every few weeks.**

Over a 16- week period, we will have 9 one and a half hour sessions of dedicated, focused seminar time. Between sessions we will build in at least four one to one personal coaching sessions focused on your writing challenges, ambition, goals and objectives. I am proposing a 5 to 6.30 pm GMT slot but we can negotiate that if it's a problem for any of you. All the sessions will be recorded so that if you miss anything you can listen to the group afterwards, and you and I can catch up on a one to one session as well.

I will supply all the reading – there is no need to purchase anything. Even if you don't plan to publish this year, the course is ideal for those who want to learn more about the mechanics of creating clean and effective prose. The writers I have chosen are experts in communication – we can learn much from de-constructing how they create their living characters, focus their polemical arguments or simply share their experience and wisdom.

# Writing Academically

## Course objectives

*“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.”*

STUDENT

### 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.

# Syllabus

## Finding Your Written Voice

### Week One

Introduction to publishing: a personal journey. We will look at case study based on three publishing houses. Exploring book proposals and journal articles. How to structure book proposals. How to get published in a journal. If you don't succeed, get back on that horse! Here will we start the journey of finding and then honing your unique voice. Week's reading: "**Derailment, hubris and over drive**"

*Assignment: Brief paragraph on a critical incident.*

### Week Two

Focus on writing. Thoughts on the essay and becoming a public voice. What we can learn from the politics of writing. Week's reading: **James Baldwin's "Notes of a Native Son"** – what makes Baldwin's words so powerful? Is passion enough? How do we create timeless prose when we are constrained by our social circumstances?

*Assignment: Altering your critical incident through Baldwin's lens.*

### Week Three

Metaphor, emotion and fiction – the links between emotion and writing and creating emotion in your reader. **Jenefer Robinson's ideas explored.** Passages from **Edith Wharton's masterpiece The Reef** – how can we gain confidence with our writing?

*Assignment: Putting your critical incident through an emotional sieve. Thinking about the humanities in a new light.*

*Assignment: Taking your critical incident and injecting it with the sounds, smells, sights, feelings of being intensely human and in the moment.*

### Week Four

**The wisdom of Robert Coles** – two selections from this titan of the arts. Concision and tips on drafting clean copy. How we can move directly from our stories to our lives? Exploring the moral imagination. The metaphor of the ship in Herman Melville's *Redburn*: fetishizing or privileging an object?

*Assignment: What is your Rosebud? Brief paragraph on this object.*

### Week Five

**Irving Yalom's The Fat Lady** – the 12 essential ingredients to producing an essay or chapter. Challenges with structure and holding your reader's interest. Secrecy, concealment, subterfuge and psychoanalysis.

*Assignment: Adding a psychological dimension to your paragraph. Who are you really? How much of yourself should you be revealing – intro to Robert A. Caro and how he does what he does.*

### Week Six

Analysing biography – **Robert A. Caro. Biography**: how can we use it in our own stories? Lessons delving into the lives of a range of movers and shakers. What do we keep in the text? What do we leave out? How can we develop more accurate critical judgement?

*Assignment: Polishing the two pieces of writing and discussing where they can be positioned. Producing a proposal, a chapter, a paragraph, a few sentences...*

### Week Seven

**Author of Sophie's Choice William Styron** reveals all in an uncomfortable novella entitled *Darkness Visible* (a memoir of madness). How comfortable are you with writing about the intimate details of your life? Autobiography by definition is relational – focusing on the ethics of writing about others.

*Assignment: Working on the proposal, chapter or paragraph or two to be shared on week eight.*

### Week Eight

Course round up – discussion on next steps: journalling, publishing, writing opportunities, sharing experiences, thoughts, ideas.

**Ralph Waldo Emerson** and his clique.

Everyone to share his or her polished pieces of work.

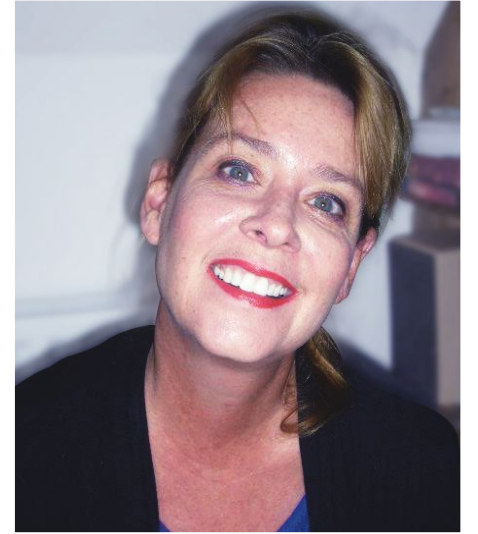
*(extra week – week nine)– At some point we will fit in an extra session in which guest speakers who have published and want to share their experiences are showcased.*

# What students say about the course

*"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.

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To register an interest or request further details, please contact William Squire by email [wsquire@consalia.com](mailto:wsquire@consalia.com) or, for a more in-depth discussion about the course content, please contact [caeastman39@hotmail.co.uk](mailto:caeastman39@hotmail.co.uk)