

SASHA WASLEY  
AUTHOR | WRITING EDUCATOR | WORKSHOP FACILITATOR

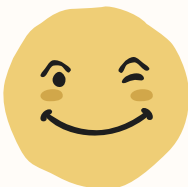
# WHAT NOVELISTS KNOW

THE STORYTELLING SKILLS YOUR BUSINESS COMMUNICATION NEEDS



## The Problem

Most business communication fails for the same reason: it is written by someone who knows too much about the subject and has forgotten what it is like not to know. The result is writing that is dense, voiceless, and easy to ignore.



## The Solution

Fiction writers solve this problem every day. They know how to structure information so readers stay engaged, how to write with an authentic voice and how to edit with ruthless clarity. These are learnable skills that transfer directly to the business page.

## The Workshop

A practical half-day workshop for teams who write, create content or express the brand. Participants work with their own real communications throughout and leave with immediately usable skills.

### Part One: Structure — 60 minutes

How narrative arc works and why business documents, pitches and presentations can fail without it. Participants learn a simple structural framework and apply it to a real piece of their own writing.

### Part Two: Voice — 45 minutes

What makes an authentic voice, and how corporate language can actively erode trust. Participants rewrite a passage in their own voice and discover what changes and what improves.

### Part Three: Editing for Impact — 60 minutes

The novelist's approach to cutting: every word earning its place. Participants edit their own work with a new set of eyes and specific techniques for achieving clarity without losing substance.

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## Who is it for?

Teams and individuals whose work involves written communication:

- Marketing and communications teams
- Legal and government professionals
- Executive and leadership teams
- PR, consulting and client-facing roles
- Anyone who needs their writing to persuade, inform or connect

## Participants leave with

- A toolkit for communication
- Practical techniques for writing with clarity, confidence and authentic voice
- An editing process for tightening and strengthening their own work
- A reference guide including annotated examples

## About Sasha Wasley

Sasha is a working author with over 20 published books, writing adult fiction as Sasha Wasley and novels for young readers as Ash Harrier. Her work is published by Penguin Random House Australia, with titles translated into German and audio editions, and work sold into the United States market. She has been shortlisted for the WA Premier's Literary Awards and the SCBWI International Golden Kite Award. For over ten years Sasha has taught writing craft through mentoring, editing, workshops and festival appearances across Western Australia. She brings the same directness, precision and genuine engagement to a corporate room that she brings to every writer she works with.

### **Format:**

Half-day workshop (approximately 3.5hrs)

### **Group size:**

Up to 15 participants

### **Location:**

Your premises or a venue of your choice,  
Perth metro and WA regional

### **Fee:**

\$3,850 (travel costs additional for regional bookings)

### **What's included:**

Facilitation, participant reference guide,  
follow-up resource sheet