This presentation aims to inspire you to write not only to be published, but also to be read – and, most importantly, to be remembered. It will challenge the conventions that make academic writing soggy and turgid; share 5 tips for writing more engaging manuscripts; reflect on insights from famous writers; and encourage you to set new intentions for the kind of research writing you want to be known for.

Dr. Lorelei Lingard is an internationally recognized researcher in the study of communication and collaboration on healthcare teams. She is Professor in the Department of Medicine, and Senior Scientist at the Centre for Education Research & Innovation, both at the Schulich School of Medicine & Dentistry at Western University. With a PhD in Rhetoric, Dr. Lingard brings a unique approach to the field of health professions education research. For more than 20 years, she has studied the communication practices of clinical teams, in order to support evidence-based educational initiatives to improve teamwork. She is a leading qualitative researcher, a committed mentor and teacher, and a prolific scholar with more than 240 peer reviewed publications. In 2018, Dr. Lingard was awarded the highest international honor in her scientific field, the Karolinska Prize for Research in Medical Education. In 2021 she was made an honorary fellow of the Royal College of Physicians and Surgeons of Canada.

Do research manuscripts have to be dry, abstract, elaborate and jargon-filled? Definitively, not! But they sure tend to be. In this writing workshop you will learn two new strategies – Problem/Gap/Hook and Mapping the Gap – to help you write stronger, more compelling manuscript Introductions. We will also work through two grammar pearls: Sentence Craft and Paragraphing. These grammar refreshers will improve the clarity and coherence of your own writing, and enhance your ability to give effective, actionable feedback on others’ manuscripts. The workshop will combine brief didactics with application exercises, small group interaction and individual writing time with just-in-time coaching. Please come with a draft of an introduction to work on during the day.