



The complete business writer (online)

Writing has never been so important at work. Whether you have to coordinate an event by email, convince a client to hire you, report findings to the board or capture a browser's attention with your website, you need strong writing skills to do it.

We've also never been busier at work, and many budgets have never had to stretch so far. It can be tough to find the time to get everyone to a full day's course – and you can't always afford to train the whole organisation.

Even if you can, what happens when your team return to their desks? Without continual practice and support, the stresses and distractions of the working day can get in the way of their new skills taking hold and becoming permanent.

That's why we created *The complete business writer*.

A solution for everyone who writes at work

The complete business writer is an online business-writing course for everyone who writes at work. Whether you (or your team) write reports, emails, customer letters or proposals, it will help you to gain confidence in writing – and to learn new skills.

It is a fully comprehensive course in its own right, broken down into individual bite-size lessons that each have a specific focus. It can also be used to supplement any of our face-to-face training courses.

It's the first programme to launch under e360, our e-learning brand, and brings together over 19 years of business-writing training experience.

What is e360?

We've developed a fresh and innovative approach to e-learning to help transform the way you and your team communicate at work: we call this online platform **e360**.

Whatever your training needs, the flexibility of the e360 platform means we can tailor a solution to fit. You can choose a **blended learning solution** with a mix of pre-course analysis, face-to-face training, post-course support and e-learning. Or you can opt for **stand-alone online courses**, with fun, bite-size lessons that can be accessed anytime, anywhere.

Our online training follows best practice and is fully SCORM compliant. This means that all our e-learning will be compatible with your learning management system – and you'll benefit from all the tracking and reporting functions your LMS provides.

What is *The complete business writer*?

We believe that *The complete business writer* is the world's most comprehensive online business-writing skills package. This may be an easy claim to make, so why are we so confident?

The complete business writer:

- brings together 19 years of business-writing training experience into a single training package
- benefits from input from our team of writing experts, including English language teachers, journalists, publishers, writers, editors and even scientists
- explores numerous business-writing themes, such as writing better emails, mastering plain English and tackling longer documents
- consists of 52 individual interactive and engaging lessons
- is relevant to all levels of seniority in an organisation, from CEOs and managers through to graduates and apprentices
- includes access to additional resources (such as best-practice guides and top writing tips) and additional support via a dedicated helpdesk.

'Short lessons – possible to do once a week, in just a few minutes – and easy-to-remember principles. This is an outstanding programme.'

JULIA ROSENTHAL, EY

Who is this online course for?

The complete business writer is an online business-writing course aimed at anyone who has to write at work. It can help you whether you're an ambitious professional looking to upskill yourself, or a team leader, manager or department head wanting to empower your team to improve their skills as efficiently as possible.

What are the benefits?

ORGANISATIONS

The complete business writer benefits organisations by:

- delivering more effective written communications, helping to provide better customer service, increased sales and improved internal communications
- saving managers' time editing and rewriting their team's documents
- making efficient use of training budgets
- developing employees' skills in a fun and engaging way
- offering just-in-time and bite-size training solutions
- integrating with your existing LMS, as it is fully SCORM compliant.

INDIVIDUALS

The complete business writer benefits individuals by:

- enabling access to the training anytime, anywhere
- engaging you through short, interactive and fun sessions
- improving confidence in your writing and communication skills
- helping you spot and tackle your grammar and punctuation errors
- showing you how to build a logical structure into any document, from proposals to emails, letters to reports.

'Excellent ongoing training – I've had very positive feedback from colleagues about it, as well!'

SIMON BROMHEAD, LIVING STREETS

What will users learn?

The complete business writer helps individuals to transform everything they write at work. It covers all elements of writing, from the moment they start researching a document to the final proofreading.

Here are just some of things it can help users to do.

Explore new writing techniques

- unlock the information in their minds and marshal that knowledge to plan and structure their documents
- write confidently and clearly, using plain English
- think critically about their language choices
- beat procrastination and get started
- engage readers using journalistic techniques

Create readable, targeted documents

- cut the padding and lighten up heavy writing
- construct sound, clear sentences
- use professional introduction and ending techniques to grab attention and finish on a high
- structure documents of any length and create flow that carries the reader
- build a persuasive argument and use key techniques to encourage their recipient to take action

Send engaging emails and letters

- write emails that are well structured and convey a clear message
- use subject lines to get their emails opened
- understand the best-practice rules of email etiquette
- tackle tricky subjects in emails and letters
- get their key messages across clearly and succinctly

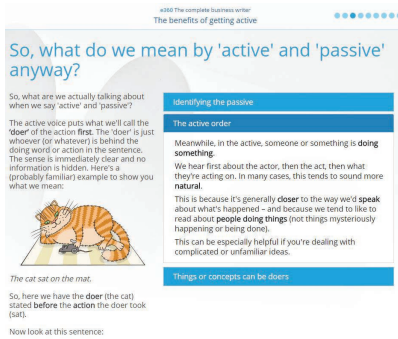
Deliver winning documents that get results

- research complex documents and develop their ideas
- understand and avoid the most common punctuation pitfalls
- catch errors and typos in documents and emails before sending them out
- cultivate a professional, friendly and appropriate tone
- make an impact with data and tables

See the course in action

Try out a taster of the training with these sample lessons:

- [Are these words dragging your writing down?](#)
- [The benefits of getting active](#)
- [Using mind maps to research and plan](#)




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The benefits of getting active

So, what do we mean by 'active' and 'passive' anyway?

So, what are we actually talking about when we say 'active' and 'passive'?

The active voice puts what we'll call the 'doer' of the action first. The 'doer' is just whoever (or whatever) is behind the doing word or action in the sentence. The sense is immediately clear and no information is hidden. Here's a (probably familiar) example to show you what we mean:



The cat sat on the mat.

So, here we have the **doer** (the cat) stated before the **action** the doer took (sat).

Now look at this sentence:

Identifying the passive

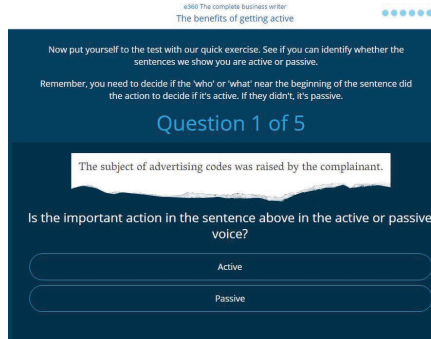
The active order

Meanwhile, in the active, someone or something is **doing something**. We hear first about the actor, then the act, then what they're acting on. In many cases, this tends to sound more **natural**.

This is because it's generally **closer** to the way we'd speak about what's happened – and because we tend to like to read about **people doing things** (not things mysteriously happening or being done).

This can be especially helpful if you're dealing with complicated or unfamiliar ideas.

Things or concepts can be doers



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The benefits of getting active

Now put yourself to the test with our quick exercise. See if you can identify whether the sentences we show you are active or passive.

Remember, you need to decide if the 'who' or 'what' near the beginning of the sentence did the action to decide if it's active. If they didn't, it's passive.

Question 1 of 5

The subject of advertising codes was raised by the complainant.

Is the important action in the sentence above in the active or passive voice?

Active

Passive

How does it work?

To have access to the course, you'll need to have your own learning management system.

Our team will work with you to transfer across the 52 lessons. As all content is SCORM compliant, this is an easy process.

Get in touch to talk to us about building the best online-training or blended option for you. Contact us now to learn more:

Phone: +44 (0)1273 732888

Email: info@writing-skills.com

Web: writing-skills.com/contact-us