

# Business report writing

Course for companies

Live online

**Who is it for?**

Any team that write reports of any kind, from annual to board or research reports.

**Delivery**

We deliver this course live online.

**Participant numbers**

Four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

**Course length**

Flexible – typically two half-days of training plus a half-day of coaching sessions.

**Pricing**

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

**+44 (0)1273 732 888**

[info@writing-skills.com](mailto:info@writing-skills.com)

25 years



of better writing

## Reports are far more than simply tasks to tick off a to-do list – they're a cornerstone of everything your team do.

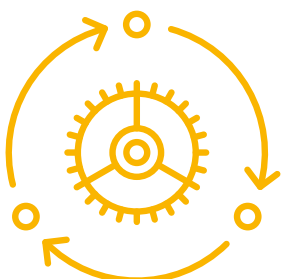
If their reports are poorly written, their work may be ignored – and what needs to happen doesn't happen. Sadly, it's all too common for reports to become little more than a time-consuming chore. And not just for the people writing them, but for the person responsible for signing them off, too.

Maybe your team's reports are too long, leaving key points buried. Perhaps they are poorly planned or lack a logical structure.

It's problems like these that this course will address. We'll arm your team with strategies and techniques that will enable them to present their expertise, research and recommendations in the best possible light.

## Tailored to your needs

We understand that your audience and aims will be specific to you and your team. So we'll listen closely to your needs and tailor the course to meet them. We'll create the materials using examples you provide, ensuring your team can see exactly how to apply everything they learn.





'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,  
Talbot Underwriting Services

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## Tailored virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in two intensive sessions over two days to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

After the training, delegates will have a year's access to our business-writing helpdesk. This email and phone helpline provides an extra source of support while they're putting their new skills into practice.

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## Learning objectives

On this course, your team will learn how to:

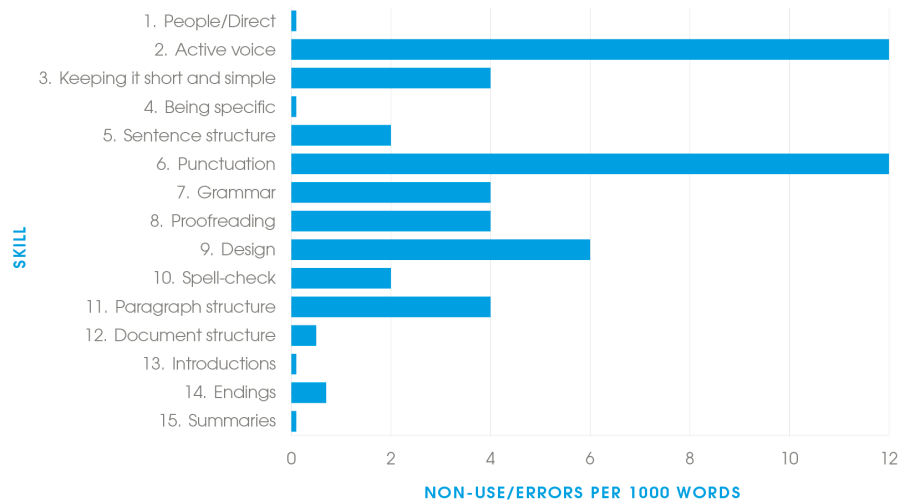
- ✓ build a logical structure
- ✓ communicate their ideas clearly and succinctly
- ✓ write reports that their readers will want to read – so their hard work won't go to waste
- ✓ identify what to put in and what to leave out, retaining crucial information and leaving out unnecessary detail
- ✓ use correct grammar and punctuation to avoid embarrassing mistakes
- ✓ write in your organisation's tone of voice
- ✓ use an appropriate level of language for their readers.



## Personalised analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

After the group training, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and exactly how to put their new skills into practice to make rapid improvements.

## A blended approach for lasting learning



Your team will learn a lot on this intensive course. But changing writing habits takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or e-learning.

**Contact us to discuss the best blended programme for your team.**

Trusted by over 1,000 organisations worldwide, including:



Example programme

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9.30-12.30

## Effective planning and structure

Introduction and course overview

Why good writing pays off

Putting the reader first

Having a clear objective

Getting started

- ☉ Overcoming writer's block
- ☉ Assembling the facts

A logical structure

- ☉ Making the information flow
- ☉ Meeting (all) readers' needs

Intros and endings

- ☉ Building rapport quickly
- ☉ Executive summaries
- ☉ Making endings memorable

9.30-12.30

## Clear, reader-friendly writing

Introduction and recap

Improving readability

- ☉ Reader-centred writing
- ☉ Making your writing active
- ☉ Writing in plain English
- ☉ Structuring your sentences for easy reading

Designing for impact

Confident grammar and punctuation

Effective proofreading

Summary and close

13.30-17.00

## Individual coaching and analysis feedback

### Build your programme: optional follow-up

#### Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to build on and reinforce the learning.

#### Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Get in touch to discuss your writing course today

Call: +44 (0)1273 732 888  
Email: [info@writing-skills.com](mailto:info@writing-skills.com)