



## Business writing for graduates

Recruiting graduates represents a significant investment for your organisation. Although they have the appropriate technical skills to drive your business forward, how much experience do they have when it comes to writing in a professional work environment?

The style and structure of academic writing varies hugely from the style and structure needed for professional business writing. And the transition from one to the other isn't always smooth.

### Making the transition

Maybe your graduates try to impress with long words and convoluted sentences. They may not understand how to distil their message down to the essentials. Perhaps they're simply not used to communicating with people who don't have to read their writing.

That's why we developed this course. It will give your new recruits a complete grounding in all areas of business writing, whatever they write – whether that's day-to-day emails, management reports or customer letters.

And we'll tailor the course materials to your organisation using real-life document examples you provide, to ensure your team can see exactly how to apply everything they learn.

## Who is it for?

This course is aimed at any graduate (or equivalent level) in your organisation who has to write in a professional environment.

## What does the programme include?

A face-to-face one-day training course is standard. However, we can adapt the course for shorter or longer sessions as required.

We'll also analyse a sample of each delegate's writing before the course and produce a graph of the results, showing both strengths and areas that need work. The trainer will talk through the results with delegates individually during the course, giving them targeted feedback that means they can focus on their problem areas and make rapid improvements.

## Numbers, venue and pricing

We can train any number, including an entire organisation. (Please ask about our courses for individuals if you only need to train one or two people.)

We train in small groups of no more than ten, to make sure everyone gets the individual attention they need.

Our trainers are based in the UK, but we train globally. Wherever you are in the world, we can run the course on your premises. (We can also train remotely via WebEx.)

The cost of the course varies depending on how many people you're looking to train.

If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email [info@writing-skills.com](mailto:info@writing-skills.com).

All our courses come with a 30-day money-back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

## Learning objectives

**On a typical one-day course, your team of graduates will learn how to:**

- get their document's key messages across – without pointless waffle
- avoid making grammar and punctuation errors
- build a logical structure into any document, from proposals to emails, letters to reports
- understand the crucial fundamentals of effective document design
- get writing and claw back time lost to writer's block
- match their tone and level of language precisely to their readers
- bring a new level of confidence to their writing.

## Reinforce the learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and continued practice. So you have the option to enrol your team in our online programme, Emphasis 360. Through short weekly lessons, your team will be able to reinforce and build on everything they learned on the course.

You could also choose to run a coaching clinic: a follow-up day of individual coaching sessions based on a second writing analysis from each delegate. These one-to-ones give the trainer and delegates a chance to identify and target any ongoing problem areas.

## Course programme

### Business writing for graduates

#### 9.30 Introduction

- Welcome
- Course overview
- Why good writing pays off
- From academic to business writing
- Putting the reader first
- Having a clear objective

#### 10.45 Coffee

- Getting started
  - Overcoming writer's block
  - Assembling the facts
- Structuring longer documents
  - Building a persuasive argument
  - Making the information flow
- Intros and endings
  - Building rapport quickly
  - Making endings memorable
- Writing effective email
  - Email etiquette
  - Do's and don'ts

#### 1.00 Lunch

- Improving readability
  - Reader-centred writing
  - Make your writing active
  - Writing in plain English
  - Structuring your sentences for easy reading

#### 3.30 Tea

- Confident grammar
- Perfect punctuation
- Effective proofreading

#### Summary

#### 5.30 Close

From academic to business: writing effectively in a professional context