



## Better writing through unique analysis

Everyone in a team will have their own strengths and weaknesses when it comes to writing. And for any training to be effective, we know it's critical to understand and address these.

That's why we've developed a unique approach to training, which can identify and quantify the strengths and weaknesses of every delegate we work with.

### How do we do it?

Before any course, we ask individuals to submit an example of their business writing, typically 300–500 words. It can be anything they've written for work – whether that's emails or letters, a section of a report or proposal, or some content they've written for the company website.

Our trainers will then analyse this sample based on 15 key areas that define good writing, and they allocate a score in each area. This tells us exactly which areas each person should focus on as a priority.

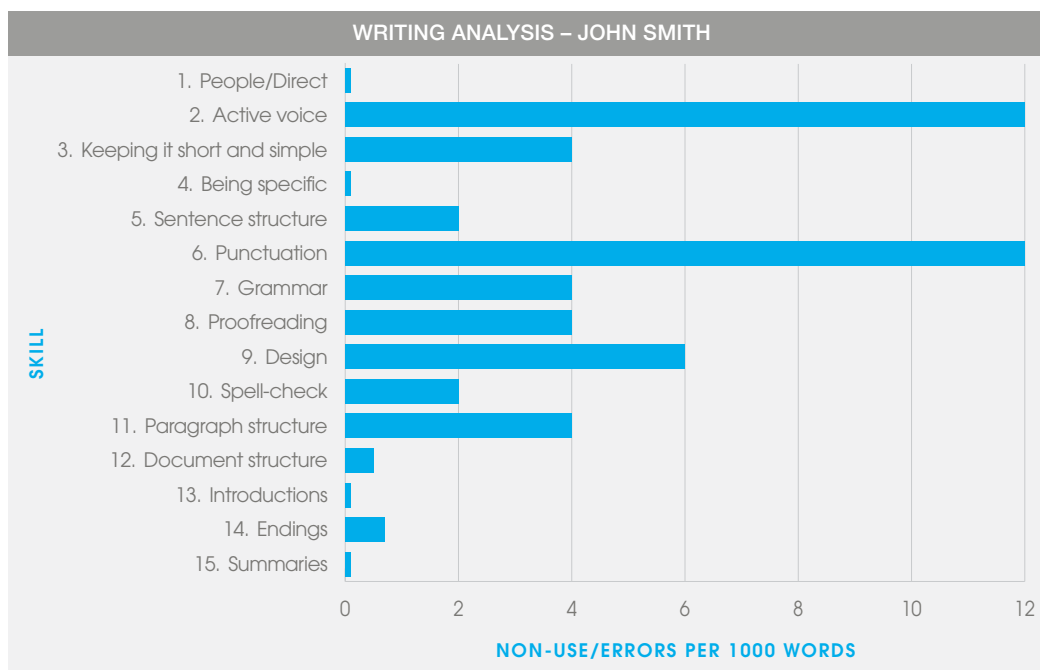
(See how we used our approach to analyse the [writing style of the manifestos in the UK government election in 2015](#).)

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**'The analysis was an eye-opener and I feel I have some good tools to address key areas I need to.'**

EILIDH MEDLEY, EQUINIX

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In-depth document analysis: unique, confidential and based on 15 key learning points.

By doing this analysis before the course, the trainer will have a solid understanding of the writing issues of every one of your people – before anyone even enters the training room.

### Maximum value, premium impact

During the course, the trainer can set different exercises for individuals based on how they scored in the analysis. And as part of the day, the trainer will talk individually with each delegate, to take them through their sample and give them feedback from the analysis. This is one-to-one feedback: the results are not shared with the rest of the group.

While the training features some group exercises, we still allow plenty of time for individuals to focus on the areas that are most important to them (as revealed by the analysis). This is why we keep our delegate numbers small.

This means you will get the most out of each of our courses, as the learning will be personal, relevant and directed where it is needed most.

**'The learning exceeded my expectations, with really useful techniques to take away.**

**I especially appreciated the analysis of my work.'**

AMY BANNISTER, WANDLE HOUSING ASSOCIATION

### For more information

Contact one of our friendly learning advisers on 01273 732 888 or email [info@writing-skills.com](mailto:info@writing-skills.com). Or have a look at our full range of courses for [companies](#) or for [individuals](#).