



Writing with empathy

It's never been more important to show empathy in everything you write to your customers. At a time of economic uncertainty in many industries, writing with empathy can help you connect with your audience and grow their loyalty. Most of us are also very aware of the damage unhappy customers can inflict on social media when they feel your written communication lacks compassion or understanding.

People now *expect* to be treated empathetically – thanks, in part, to a focus on emotional intelligence in education in recent years. And, luckily, empathy is something we can all learn and improve on.

Harness empathy and transform your business

Doing this can help you turn customers into advocates, resolve more complaints first time and strengthen your business.

We will help your team understand the importance of empathy and how to apply it in their writing – in emails and letters, on social media, or even in newsletters or marketing materials.

Our *Writing with empathy* course will help them focus on who they are writing to, structure their communication effectively, and adopt the right tone of voice to harness the power of empathy.

Who is it for?

This course is ideal for anyone who writes to customers via email, letters or social media, in any industry or sector. We tailor the content to meet participants' needs, communications and backgrounds.

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, pricing and venue

We can train any number, from four people up to your entire organisation. (Please ask about our courses for individuals if you only need to train one to three people.) We train in small groups of no more than ten, to make sure everyone gets the individual attention they need.

Wherever you are in the world, we can run our course on your premises. (We can also train remotely.)

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.

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

This course focuses on practical, actionable writing advice for your team, including how to:

- use empathy to connect with customers
- easily build a logical structure using the SCRAP formula
- consistently adopt the right tone, such as when offering an apology
- deal with any legal or compliance wording
- write clearer letters and emails that result in fewer escalations
- use correct grammar and punctuation.

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, interactive 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.

Contact us to discuss building the programme that's best for your team.

Course programme

Writing with empathy

9.30 Introduction

Welcome

Course overview

Emotional intelligence and writing with empathy

A model for empathetic writing

First steps in creating empathy

- Considering the reader's perspective
- Identifying reader-focused objectives
- Establishing your key messages

11.00 Coffee

Ways of showing empathy

- Creating a reader-friendly structure
- Apologising appropriately
- Dealing with legal and compliance wording
- Getting the tone right

Making your writing flow

Making the most of email

1.00 Lunch

Making it easy for the reader: writing clearly and concisely

- Writing in plain English and using natural language
- Avoiding ambiguity
- Being direct, concise and clear to create empathy

3.30 Tea

Perfect punctuation

Confident grammar

Effective proofreading

Writing with empathy checklist

Summary

5.00 Close

Connect with customers: discover how to write with empathy and create a loyal customer base