



## Business-case writing course

It's a sad but true fact that many good ideas go to waste simply because they don't get the attention they deserve.

In the business world, getting this attention comes down to the ability to write a good business case. And if you find that ideas from your department often miss out on funding, you may have traced it back to problems in your own team's business cases.

Perhaps their documents lack a logical structure, forcing decision-makers to work too hard to piece together what's actually being said. Or maybe they don't clearly signpost key recommendations. Or they could simply fail to get to the point, losing their main message in overly long justifications.

But it doesn't have to be this way. A persuasive, easy-to-follow business case helps communicate ideas to decision-makers clearly – which ultimately means more cases getting the thumbs up.

That's why we developed this business-case writing course. It's specifically designed to help teams who write business cases for internal decision-makers – such as board members, senior managers and department heads.

The end result will be business cases that take less time to write, and less time to understand – giving your proposals the best possible chance of succeeding.

## Who is it for?

This course is for any team writing to persuade readers to buy, sell, sign off or agree to a project.

## 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, including an entire organisation. (Please ask about our open courses 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.)

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

**Our business-case writing training focuses on practical, actionable writing advice for your team, including how to:**

- construct a powerful argument that puts forward the very strongest case for your team's idea
- establish a need for what your team are proposing – leaving decision-makers in no doubt about why the case deserves their full attention
- effectively promote the benefits of their project, ensuring there are no key arguments missing from their final document
- write reader-centred proposals and business cases – preventing them from writing anything decision-makers won't read or understand
- leave a positive final impression
- use correct grammar and punctuation – keeping readers from paying more attention to their errors than to the substance of their case.

## 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.**

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

## Course programme

### Business-case writing course

#### 9.30 Introduction

- Welcome
- Course overview
- Thinking about different readers' needs
- Establishing clear objectives
- Identifying your key messages

#### 10.45 Coffee

- Building a persuasive argument
  - Assembling the facts
  - Defining the opportunity or problem
  - Assessing the way forward
  - Addressing different readers' needs
  - Making the proposal flow
- Intros and endings
  - Writing an effective executive summary
  - Creating a positive last impression

#### 1.00 Lunch

- Writing with impact
  - Being direct
  - Making your writing active
  - Avoiding inappropriate jargon
  - Being concise
  - Structuring clear sentences

#### 3.30 Tea

- Using layout to draw in the reader
- Ensuring there are no mistakes
  - Perfect punctuation and grammar
  - Proofreading

#### Summary

#### 5.30 Close

Get your documents read: discover how to grab your readers and keep them reading