



Writing effective strategy documents

If you want to grow your business or change its direction, the best way to plan it, communicate it and ensure it happens is to create a strategy document.

But for your team to express the vision for your organisation, their writing must be clear and compelling – an effective strategy document must balance the persuasive with the practical.

And with active, assertive writing, they can engage their audience and gain their confidence and investment.

From vision to action

Of course, vision without action is simply a pipe dream. So we'll also show your team how to tie objectives to concrete actions. Delegates will also learn how to present and position the metrics necessary to hold everyone accountable – and achieve your aims.

And we'll consult with you before the course and tailor the training using materials you provide, so you can be sure the learning will be targeted and relevant to your organisation and your team's needs.

On this course, your team will learn how to plan, produce and polish strategy documents that show shareholders, stakeholders or the public where you are, where you're heading, and exactly how you'll get there.

Who is it for?

This course is for anyone who has to write or contribute to an organisation's strategy document, whether that is written for internal stakeholders, shareholders or the general public.

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.

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 this course, your team will learn how to:

- plan and structure their document with the reader in mind
- tie objectives to concrete actions
- create clear, compelling and persuasive writing to inspire and engage
- make effective use of figures, data and metrics to stay accountable
- write a punchy executive summary that sums up the vision, objectives and strategy
- tailor writing to their audience, whether that's internal, shareholders or the public
- ensure accuracy with correct punctuation and grammar.

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

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9.30 Introduction

- Why good writing is critical in communicating strategy
- Reader-centred writing
 - Who will read your strategy document?
 - What do they need to know?
- Key messages: what do you want to achieve?

10.45 Coffee

- Getting started
 - Gathering and ordering relevant information
 - Considering organisational missions and goals
- Creating a logical structure
 - Presenting the journey: where you are and where you plan to be
 - Analysing the external business environment
 - Building a narrative around operational plans
 - Reporting risk
- Writing the executive summary

1.00 Lunch

- Improving readability
 - Making your writing active
 - Writing in plain English
 - Structuring your sentences for easy reading
 - Being specific and direct

3.30 Tea

- Ensuring consistency of tone and style
- Business-writing essentials
 - Effective proofreading
 - Confident grammar and punctuation

Summary

5.30 Close

Discover how to effectively communicate your strategy with clear, compelling writing