

Writing to communicate change

Changing the way people work or how organisations deliver services requires significant investment. Without effective communications, this investment can be wasted.

Keeping your internal stakeholders informed and supported through change is critical, and this requires strong, clear and, at times, compassionate writing.

This course covers essential techniques, including writing with empathy for your employees, achieving positive outcomes when delivering bad news and writing for different channels, such as intranet, instant messaging and email.

Tailoring training to your needs

We know that every organisation is different, so we make sure every course is just as unique. That's why we'll consult with you before the course and tailor the materials using real-life examples you provide.

This means you can be sure the training will be relevant and directly applicable to the communications your team need to write.

Who is it for?

This course will benefit anyone who is involved in communicating change or transforming organisations.

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 also offer one-to-one coaching.

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

After the training, your team will be able to:

- understand the emotions employees experience when faced with change and tailor their writing accordingly
- remove 'project speak' and make content accessible and easy to read for all internal audiences
- build a logical structure for all change communications
- learn how to get key messages read by audiences at different levels within an organisation
- use different channels effectively
- deliver key messages – whether good or bad – in a way that achieves a positive response from your employees
- avoid common grammar traps and proofread internal communications for errors.

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

Writing to communicate change

9.30 Introduction

- Welcome
- Course overview
- Understanding the impact of change on your audience
- Why good writing is key to managing change successfully
- Having clear objectives

10.45 Coffee

- Developing a strategy for communicating change
 - Knowing your audience
 - Agreeing key messages
 - Evaluating different communications channels
- Getting the tone right
- Creating a reader-friendly structure
- Showing empathy to those affected by change
- Building rapport quickly to create advocates for change

1.00 Lunch

- Achieving positive results through your writing
 - Making it easy for the reader
 - Writing in plain English and using natural language
 - Avoiding misuse of jargon and technical terms
 - Being direct, concise and clear to create empathy

3.30 Tea

- Essential business-writing skills
 - Confident grammar and punctuation
 - Effective proofreading
- Summary of communicating change through writing

5.30 Close

Effective communications: keep stakeholders informed and supported during periods of change