



## Writing to influence policy course

Turning in-depth research into compelling reports that will inform and influence policymakers requires clear, concise and persuasive writing.

But an academic writing style and a failure to focus on the reader's needs can leave crucial recommendations lost in overlong and unstructured prose.

This doesn't have to happen with the reports your team produce.

We'll help your team to identify their key messages and the 'so what' factor in the reports they write, to give them the targeted impact they need to effect change.

By profiling their audience and learning how to adapt their writing for their intended readers, your team will make sure their research and analysis will be understood – and acted on.

### A consultative approach

We'll consult with you before the training and tailor the course using materials you supply. This guarantees your team will find the training relevant and immediately applicable to the reports they have to write.

We can also work with you to create or implement a house style for your organisation, ensuring a distinct and consistent voice in everything your team produce.

## Who is it for?

This course is for any team who write to inform or advise policymakers or public bodies.

## 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

**On this course, your team will learn how to:**

- identify compelling key messages and put recommendations up front
- strip out overly academic writing and adopt a succinct, punchy style
- write in clear, straightforward language suited to the intended readers
- plan and build an effective structure in order to inform
- structure a persuasive argument in order to influence
- know what to put in – and what to leave out – to make their case
- use graphics and data effectively to support the narrative
- write in a consistent voice, using your house style

## 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 influence policy

#### 9.30 Introduction

- Course overview
- Why good writing makes a difference
- Reader-centred writing
  - Writing for different audiences: policymakers and the public
- Having a clear objective
- Positioning your key messages

#### 10.45 Coffee

- Turning research and analysis into compelling reports
  - Building a logical structure that flows
  - Developing a narrative
  - Guiding your reader
  - Writing to persuade
  - Answering the 'so what'
- Writing the executive summary
- Introductions and endings

#### 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

An intensive day: discover how to write compelling reports that policymakers will read and act on