



## Writing inspiring thought leadership articles course

An effective thought leadership content strategy can position you as an authority in your field, build your reputation, win business and even influence other business leaders – and the future of your industry. Of course, strategy alone is not enough: smart, powerful writing is critical.

But writing articles that stand out from the noise and cement your status as a true thought leader can be a challenge. How can you make sure your content is fresh, topical and beats other influencers to the punch? How can you give well-worn topics new life? And how do you set yourself apart from the hundreds of other voices?

### Tailored training for your team

This in-house training for your team of thought leaders covers all this and more. It will show them how to use storytelling and journalistic techniques to translate their in-depth knowledge and research into accessible, engaging, commercially viable content that stands out from the rest.

And to make sure our training always hits the mark, we tailor our course materials to your team's goals, experience, organisation and sector. We'll use your existing thought leadership content and other content produced in your field to create targeted exercises that show your team exactly how to shape their future articles and workflows.

## Who is it for?

This course will benefit anyone who has to write thought leadership articles, knowledge papers or white papers.

## 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:**

- turn in-depth research and knowledge into compelling thought leadership articles
- plan articles with their target readers in mind
- be ready with content so they can be first to comment at the critical moment
- ensure key points are communicated to the reader – not buried at the end
- capture attention from the start and leave readers with a memorable ending
- use journalistic techniques to hook readers and make well-worn content engaging in new ways
- cut waffle and abstractions to write with authority and make an impact with thought leadership that stands out
- construct a persuasive argument to influence other authorities and industry leaders.

## 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 inspiring thought leadership articles

#### 9.30 Introduction

- Why good writing pays off in thought leadership
- Putting the reader first
  - Why should your reader care?
  - Setting clear objectives
  - Establishing your key messages

#### 10.45 Coffee

- Giving your thought leadership power
  - Finding your focus
  - Supercharging with specifics
- Applying journalistic techniques
  - Planning your article like a feature or news story
  - Structuring with the WHAT formula
  - Being creative with intros and endings
- Writing to persuade

#### 1.00 Lunch

- Improving readability for thought leadership with impact
  - Making your writing active
  - Writing in plain English
  - Structuring your sentences for easy reading

#### 3.30 Tea

- Getting in there first: how to beat other influencers to the punch
- Putting it all together
- Business-writing essentials
  - Effective proofreading
  - Confident grammar and punctuation

#### Summary

#### 5.30 Close

How to write with authority and impact to build your reputation and influence the future of your industry