



Structured writing for complex documents course

When you are faced with writing a complex document it can seem like having a mountain to climb. But the effort can pay off dramatically, as it's exactly these kinds of documents – which might be technical reports, policies, thought leadership articles or user guides – that can have a huge impact on your business. Whether that effect is good or bad depends on the quality of the writing.

That's why we created this course. It will help your team to structure their thinking and planning. In doing this, they'll be able to take vast quantities of technical business information and turn it into engaging, reader-centred documents, from multi-million pound tenders to award-winning thought leadership articles.

Tailored training for your team

To make sure our training is always a perfect fit for our delegates, we always tailor the course materials to each team's goals, experience, organisation and sector.

We'll use examples of your existing documents to create targeted exercises that show your team exactly how to apply what they learn to whatever they have to write.

Another key feature of our courses is that all delegates receive our unique pre-course writing analysis. This covers 15 different areas of writing skills and helps us tailor the training to the delegates' precise writing needs, delivering long-lasting business benefits.

Who is it for?

This course will benefit anyone who has to write complex documents of any kind – from external reports to internal technical documents.

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:

- build a logical structure – helping to communicate ideas clearly and succinctly
- write documents that their readers will want to read – to achieve lasting business impact
- communicate complex information – avoiding jargon but not dumbing down
- create clear, compelling and persuasive writing to inspire and engage readers
- use an appropriate level of language for their readers
- write in their organisation’s tone of voice
- use correct grammar and punctuation to avoid any embarrassing mistakes.

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

Structured writing for complex documents

9.30 Introduction

- Welcome
- Course overview
- Writing to deliver business results
 - Putting your reader first
 - Having a clear objective
 - Establishing your key messages

10.45 Coffee

- Understanding your audience
- Assembling the facts
 - Unlocking your knowledge with mind maps
- Structuring your complex documents
- Creating a persuasive argument
 - Influencing techniques
- Building rapport quickly
- Making endings memorable

1.00 Lunch

- Improving readability
 - Making your writing active
 - Stripping out jargon
 - Structuring your sentences for easy reading

3.30 Tea

- Standing out: how to beat your competitors to the punch
- Perfecting your punctuation and grammar
- Proofreading effectively

Summary

5.30 Close

Discover how to turn challenging written documents into successful business tools in this intensive day of training