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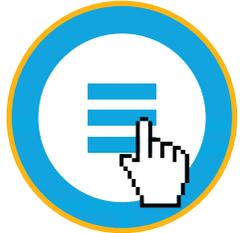
COURSE CATALOGUE

How to use this catalogue

There are a number of ways to find your way around our course catalogue:



Click here to jump to this page.



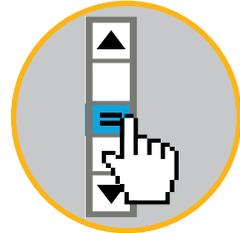
Click here to jump to the contents page. From there you can navigate straight to the section you need.



Click on a specific course on the contents page to take you to an overview of that course, including duration and the course programme.



Click on the relevant category along the bottom to take you to that section of the catalogue.



If you prefer, scroll the traditional way using the slide on the far right-hand side of your screen.



Click on the arrow keys to move back or forward in the document.

If you need any help, contact our learning team:

Phone: **+44 (0)1273 732888**

Email: **info@writing-skills.com**

Web: **writing-skills.com/contact-us**

Contents

About us

Courses for companies

- High-impact business writing
- Report writing
- Writing to customers
- Bid, tender and sales-proposal writing
- Grammar and punctuation
- Better business letters
- Writing for the web
- Effective email writing
- Business-case writing
- Technical writing
- Business writing for graduates
- Business writing for apprentices
- The reluctant presenter: presentation-skills training (two-day course)
- Build your own course

Coaching clinic

Executive coaching

Courses for individuals

- High-impact business writing
- Bid, tender and sales-proposal writing
- The reluctant presenter: presentation-skills training (two-day course)

Online courses

Contact us

About us

Who are we?

Emphasis are the UK's leading provider of business-writing skills training and our aspiration is to become a global communications-learning specialist.

We have built our reputation on providing high-quality, high-impact courses for **companies**, for **individuals** and **online**. In response to demand from our clients, we also offer a wider portfolio of communications training, such as **presentation skills**.

Since we started out in 1998, we've helped more than 40,000 people from blue-chip companies, government departments, consultancies, law firms, universities, charities, accountancy firms, pharmaceutical companies, construction firms – in fact, anywhere where effective communication plays a key role.

What do we do?

We combine our love of communications and the English language with a passion for the science of learning. We believe in getting to know both your organisation and the individual in detail so that we can create tailored learning. We back this up with our deep understanding of the latest learning research and techniques.

And just as important is our commitment to analysis and measuring so that we know we are delivering results that match your requirements.

Our approach is unique. It is highly analytical and methodical, which is rare not just in soft-skills training but in learning and development generally.

How do we do it?

We spend time understanding the culture and values of your organisation. At the same time, we apply our unique diagnostic tools to understand each individual's current level of communication skills. For example, our analysis tool helps us identify and quantify each delegate's writing strengths and weaknesses before the course even begins.

A successful learning company is only as good as its people. So we make sure our trainers and business-writing consultants have a strong background in professional writing and communications – just as many of our office staff do.

We're English language teachers, journalists, publishers, writers and editors. Our backgrounds give us the depth of knowledge to tackle even the most complex writing and communications challenges.



Courses for companies

If you're looking for a course for a group of four or more people in your organisation, you're in the right place. (For fewer than four delegates, please see our [courses for individuals](#).)

Creating courses that work

With every course, we take a tailored approach. We analyse your current documents so we can customise the training to create the right solution for you and your team. If you have any areas you want to focus on, we'll work with you to create a course that reflects that. And if you have a particularly specialist writing need, we will work with you to create new modules (or even an entire course) from scratch.

How do we deliver your course?

When the course is ready, we'll deliver it when it's most convenient for you. For example, if you need a course to run over two (or more) half-days, rather than a full day, we'll be happy to arrange that. And once the course is over, we can offer follow-up training and coaching to maximise your team's improvements.

What are the results?

Our tried-and-tested approach results in a course that engages delegates on the day, and which makes it clear how they can apply the techniques when they're back at their desks.



We're here to help.

Not sure which course is right for you?
Get in touch to talk to our expert advisers:

Phone: **+44 (0)1273 732888**

Email: **info@writing-skills.com**

Web: **writing-skills.com/contact-us**

Courses for companies

Numbers, venue and pricing

We can train any number, up to an entire organisation. But for each course, 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 run courses all over the world. Wherever you are, we can come to you. We can also train remotely via WebEx.

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.

Tailored training

A course will always be more engaging and effective when it's directly relevant to your team's day-to-day work. Generic training rarely results in real change.

So your course will be unique to your organisation: we'll tailor the course materials based on real-life examples of documents that you supply.

By working through exercises based on real-life examples, your team will understand exactly how to apply what they learn to what they do.

Post-course support

Your team will learn a lot on one of our intensive courses. But changing writing habits takes time and continued practice. So you also have the option to enrol your team in our **e-learning**. 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.



We're here to help.

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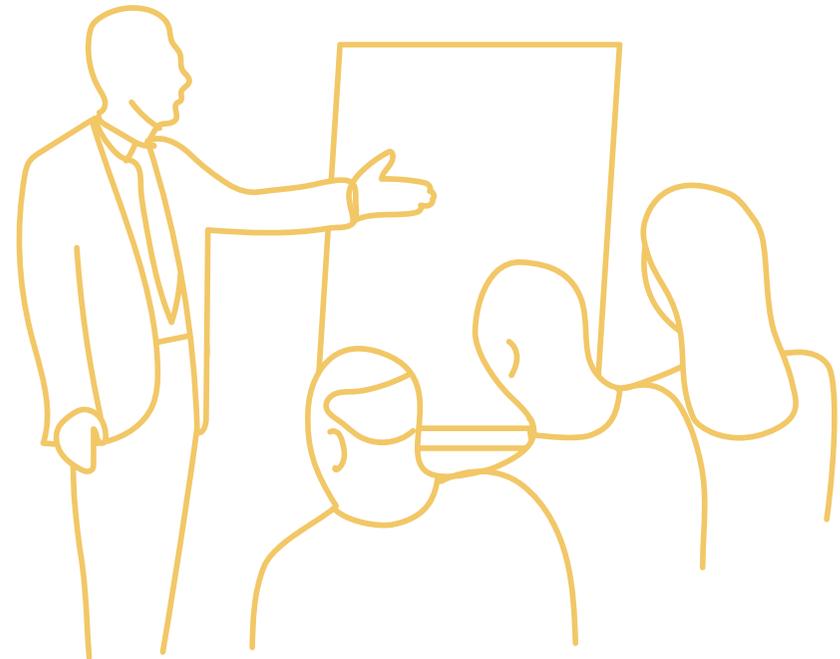
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Courses for companies contents

- High-impact business writing
- Report writing
- Writing to customers
- Bid, tender and sales-proposal writing
- Grammar and punctuation
- Better business letters
- Writing for the web
- Effective email writing
- Business-case writing
- Technical writing
- Business writing for graduates
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- Build your own course
- Coaching clinic



High-impact business writing

People today are busier than ever. This means writing that gets its message across effectively has never been more crucial. Time spent on writing that fails to do this is time – and money – wasted.

That's why we created this course. In this intensive, practical session, your team will get a complete grounding in all areas of professional writing, whatever they typically write – whether that's emails, management reports or customer letters.

Who is it for?

The techniques on this course will benefit anyone who has to write anything at work. The trainer will pitch the course according to the writing level and confidence of the participants.

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.

What will your team learn?

On this intensive day of training, your team will learn how to:

- set a clear objective
- build a logical structure
- get their key messages across
- choose an appropriate style
- establish and build rapport
- keep readers reading
- make their writing more readable
- write confidently and clearly
- construct sound, clear sentences
- use punctuation logically and helpfully
- be sure of their grammar
- leave a positive last impression.

[continue](#)

High-impact business writing (cont.)

Course programme

9.30 Introduction

- Welcome
- Course overview

Why good writing pays off
Putting the reader first
Having a clear objective

10.45 Coffee

Getting started

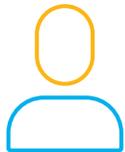
- Overcoming writer's block
- Assembling the facts

Writing effective letters and email
Building a persuasive argument
Structuring longer documents

- Making the information flow

Intros and endings

- Building rapport quickly
- Making endings memorable



'This was amazing. I would highly recommend it to anyone in most careers.'

Shane Bains, Aon

1.00 Lunch

Improving readability

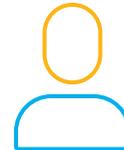
- Reader-centred writing
- Make your writing active
- Writing in plain English
- Structuring your sentences for easy reading

3.30 Tea

Confident grammar
Perfect punctuation
Effective proofreading

Summary

5.30 Close



'Excellent, engaging trainer. Relevant examples. Also great to have feedback on our writing.'

Gita Gur, BNY Mellon

Contact us now to learn more

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Report writing

Reports are a cornerstone of everything your team do. But poorly written reports can mean their work is ignored or inadequately recorded – and what needs to happen doesn't happen.

It doesn't have to be this way. On this course, we'll arm your team with strategies and techniques that will enable them to present their expertise, research and recommendations in the best possible light.

Who is it for?

This course will benefit any team that write reports: whether those are annual reports to company boards, reviews for your clients, quarterly reports to investors, or other longer documents such as briefings or project plans.

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.

What will your team learn?

On a typical report-writing course, your team will learn how to:

- build a logical structure – helping them communicate their ideas clearly and succinctly
- write reports that their readers will want to read – so their hard work won't go to waste
- learn what to put in and leave out, retaining crucial information and leaving out unnecessary detail
- use correct grammar and punctuation to avoid any embarrassing mistakes
- use an appropriate level of language for their readers
- write in your organisation's tone of voice.

[continue](#)

Report writing (cont.)

Course programme

9.30 Introduction

- Welcome
- Course overview

Why good writing pays off
Putting the reader first
Having a clear objective

10.45 Coffee

Getting started

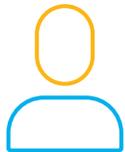
- Overcoming writer's block
- Assembling the facts

A logical structure

- Making the information flow
- Meeting (all) readers' needs

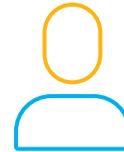
Intros and endings

- Building rapport quickly
- Executive summaries
- Making endings memorable



'Really enjoyable course. What could have been a dry subject was brought to life.'

Alison Dean, Devon Partnership NHS Trust



'Fantastic course. I'm sure the things I have learnt will improve my business writing immeasurably.'

James Root, Cartesian

1.00 Lunch

Improving readability

- Reader-centred writing
- Make your writing active
- Writing in plain English
- Structuring your sentences for easy reading

3.30 Tea

Designing for impact
Confident grammar
Perfect punctuation
Effective proofreading

Summary

5.30 Close



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Writing to customers

A well-written response can turn a disgruntled customer into one of your biggest fans. As well as resolving your customers' concerns, your team's writing can even raise the reputation of your entire organisation.

That's why we've developed this course. It will give your team a comprehensive understanding of how to plan, structure and write effective replies to customers – and keep the customer behind each letter and email satisfied.

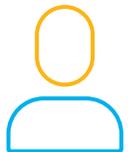
Who is it for?

This course is suitable for anyone who writes customer-facing letters or emails.

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.



'Fantastic! Extremely useful and relevant to my role. Thank you very much.'

Sarin Pace, BNP Paribas

What will your team learn?

On this course, your team will learn how to:

- structure arguments logically
- understand letter-writing etiquette
- put their reader first
- get the customer onside in the first paragraph
- end on a positive note
- defuse difficult situations
- get to the root of a query
- write confidently and clearly
- deliver negative news
- make the most of good news
- structure sentences effectively
- avoid the letter-writing jargon trap
- be confident in their grammar and punctuation.

[continue](#)

Writing to customers (cont.)

Course programme

9.30 Introduction

- Welcome
- Course overview

Why good writing pays off
Putting the reader first
Having a clear objective

10.45 Coffee

Getting started

- Why are you writing?
- Getting to the root of the query
- Assembling the facts

A logical structure

- Making the information flow
- Meeting (all) readers' needs
- Business letter etiquette

Intros and endings

- Building rapport quickly
- Making endings memorable

1.00 Lunch

Improving readability

- Reader-centred writing
- Make your writing active
- Writing in plain English
- Structuring your sentences for easy reading

3.30 Tea

Proofreading tips

Perfect punctuation

Confident grammar

Summary

5.30 Close



'I learnt more than I thought I would. It was very helpful and a real eye opener.'

Paige Langley, Bourne Leisure Ltd

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Bid, tender and sales-proposal writing

Well-written bids and tenders are key to securing new business.

That's why we developed this course. It will give your team a comprehensive understanding of the best practices of bid and tender writing – making sure their writing skills don't stand between you and winning your next contract.

Who is it for?

This course is suitable for any team who have to write persuasively to win business: whether that's responding to a formal RFP or ITT, or writing a proposal they structure themselves.

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.

What will your team learn?

On this course, your team will learn how to:

- fully answer the questions in the client brief, ITT or RFP
- engage all readers – from senior executives to compliance teams
- use win themes and highlight benefits that are meaningful to your client
- write in plain English and incorporate the right tone of voice for your company
- avoid misusing boilerplate text
- bring together multiple contributions to make a winning argument
- learn how to spot embarrassing errors in a bid before it's sent to the client.



'Was really engaging and interesting for the entire day, and I learnt so much that I didn't know from other "similar" courses. Very practical.'

Robyn White, TNR Press Association

[continue](#)

Bid, tender and sales-proposal writing (cont.)

Course programme

9.30 Introduction

- Welcome
- Course overview

Good bids: why effective writing pays off

Putting the client first

- Clarifying the client's perspective
- Writing client-centred proposals

Identifying and using win themes

Having a clear objective

10.45 Coffee

Getting started

- Overcoming writer's block
- Assembling the facts

A logical structure

- Making the information flow
- Encouraging decision-makers and influencers to read it
- Managing multiple contributions (without writing by committee)

Building a persuasive argument

- Selling a solution
- Turning your documents into a silent salesforce

Summaries and endings

- Using the executive summary to gain advantage
- Making endings memorable

1.00 Lunch

Improving readability

- Client-centred writing
- Make your writing active
- Writing in plain English
- Structuring your sentences for easy reading

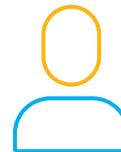
3.30 Tea

Quick check: punctuation, grammar and proofreading

Using graphics and layout to give you the edge

Summary

5.30 Close



'Excellent course. Good mix of theory, practice and reflection on your own work.'

Justin Harbottle, Terrence Higgins Trust

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Grammar and punctuation

Good grammar and punctuation is fundamental if you want people to take your team seriously. Yet everyone from trainees to senior managers can find themselves stuck on basics they were never taught in school.

This course will help clear up any confusion among your team, and build their confidence in everything they write.

Who is it for?

This course is for anyone who has ever seen a green wiggly line underneath a word or phrase on their computer screen and not known why. Or once knew but has forgotten.

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.

What will your team learn?

On this course, your team will learn how to:

- clear up common confusion
- use punctuation correctly
- use the right style for different documents
- explain some useful grammar terms
- avoid obeying common grammar and punctuation myths
- challenge entrenched opinions
- write more confidently and clearly.

[continue](#)

Grammar and punctuation (cont.)

Course programme

9.30 Introduction

- Welcome
- Course overview

Grammar

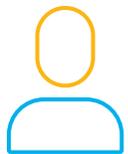
- Some grammar terms
- Problems with matching

10.45 Coffee

Which word to use?

Dispelling myths

Confusing words



'It was lovely to see someone so enthusiastic. It was really informative and easy to understand and interactive.'

Lara Batty, Olympus KeyMed



'An extremely useful course highlighting correct use of language, including punctuation and sentence structure.'

Pauline Findley, Baker & McKenzie

1.00 Lunch

Punctuation

- Punctuation guide
- Reporting what others say

3.30 Tea

Punctuating bullet-point lists

Punctuating to make a difference

Summary

5.30 Close

Contact us now to learn more

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Better business letters

Despite the prevalence of email, letters still represent a vital communication channel between an organisation and its customers.

Yet business letter writing is becoming a lost art. This course will allow your team to reclaim their confidence in this fundamental professional skill.

Who is it for?

The techniques we teach on this course will benefit anyone who writes business letters as part of their role, whether they have to write short acknowledgements or applications for finance (or anything in between).

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.

What will your team learn?

On this course, your team will learn how to:

- identify the reader and directly address their needs
- keep the reader's interest
- write convincingly and persuasively
- explain technical subjects to non-technical readers
- remove jargon and buzzwords
- construct crystal-clear sentences
- select the right words and expressions
- choose the correct tone and voice
- write formally and informally
- use compelling beginnings and endings
- use appropriate presentation, format and layout for any letter
- be confident in their grammar and punctuation
- apply their letter-writing skills to emails
- use the correct etiquette in both letters and emails.

[continue](#)

Better business letters (cont.)

Course programme

9.30 Introduction

- Welcome
- Course overview

The benefits of writing well

Prioritising the reader

Visualising the outcome

10.45 Coffee

First things first

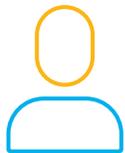
- What's your goal?
- What's your evidence?

Structuring your letter

- Making information accessible
- Knowing what the reader wants
- Letter and email etiquette

Starting off and finishing up

- Building rapport quickly
- Making endings memorable



*'Presentation style was very good and friendly.
Kept my attention for the whole session.'*

Emma Jago, 1st Central Insurance Management Ltd

1.00 Lunch

Keeping the reader engaged

- Reader-centred writing
- Active not passive
- Avoiding jargon, cliché and management-speak
- Structuring your sentences for easy reading

3.30 Tea

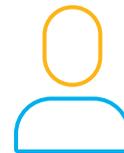
Proofreading tips

Perfect punctuation

Confident grammar

Summary

5.30 Close



*'I have learnt a lot from today's training and
cannot wait to start using this in practice.'*

Faye Quinn, 1st Central Insurance Management Ltd

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Writing for the web

We all read content on the web. But more and more, professionals in almost any department are called on to *write* web content, too.

This is why we've designed a day of targeted training which will dramatically improve the effectiveness of your team's web writing.

Who is it for?

This course is for anyone who needs to write online content. This includes writing for intranets, for blogs and for any other web page.

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.

What will your team learn?

On a typical web-writing course, your team will learn how to:

- win their visitors' attention by understanding the psychology of great headlines
- engage their audience and put key information first (so it is not buried in the page)
- build a logical structure for all their web pages
- make the most of links to create pages that are as useful as possible
- write pages that their readers will want to read
- use the latest search engine optimisation (SEO) techniques for getting their pages noticed by search engines (while avoiding those methods that result in penalties)
- avoid common grammar and punctuation traps
- proofread web pages for errors.

[continue](#)

Writing for the web (cont.)

Course programme

9.30 Introduction

- Welcome
- Course overview

Setting your objective

Visitor focus: making content reader-driven

Identifying key messages

10.45 Coffee

Getting started

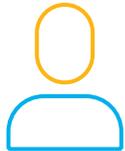
- Overcoming writer's block
- Assembling the facts

Structuring your web page

- Making the information flow
- Signposting

Grabbing attention

Leaving a good impression



'Excellent course. My compliments on putting together such a fresh approach to a course on what could have been a dry topic.'

Fergal Cooney, EMA

1.00 Lunch

Improving readability

- Reader-centred writing
- Writing for search engines
- Make your writing active
- Writing in plain English
- Structuring your sentences for easy reading

3.30 Tea

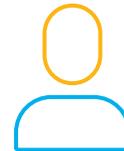
Perfect punctuation

Confident grammar

Effective proofreading

Summary

5.30 Close



'Entertaining, practical and easy to apply.'

Gillie Guy, RBS

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Effective email writing

We all use email every day. Yet, too often, email fails to be the effective communication tool it deserves to be.

That's why we've developed this course. It's designed to help your team reclaim time lost to poorly written emails. The end result is clear, professional emails that let your team hit 'send' with confidence.

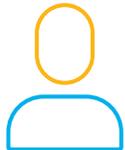
Who is it for?

Anyone who writes emails as part of their working day.

What does the programme include?

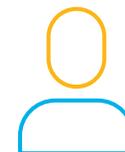
A face-to-face one-day training course is standard. However, we can adapt the course for shorter or longer sessions as required.

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.



'I was sceptical that I would learn anything but was very pleased how much I have picked up.'

Fiona Bellot, PeproTech



'This was such a good course. So helpful to my day-to-day working environment and delivered brilliantly. Very highly recommended.'

Duncan Gregory, BNP Paribas

[continue](#)

Effective email writing (cont.)

Course programme

9.30 Introduction

- Welcome
- Course overview

Why good writing pays off
Putting the reader first
Having a clear objective

10.45 Coffee

Planning email and longer documents

- Why even email needs planning
- Clarity of thought
- Assembling the facts
- Making the information flow
- Meeting (all) readers' needs
- Making it logical for them

Persuasive writing

- Four steps to building a persuasive case
- Getting the reader to take (the right) action

1.00 Lunch

Improving readability

- Reader-centred writing
- Make your writing active
- Writing in plain English
- Structuring your sentences for easy reading

3.30 Tea

Email dos and don'ts
Confident grammar
Perfect punctuation

Summary

5.30 Close



Contact us now to learn more
Phone: **+44 (0)1273 732888**
Email: info@writing-skills.com
Web: writing-skills.com/contact-us

Business-case writing

Many good ideas go to waste simply because they don't get the attention they deserve. Getting this attention comes down to the ability to write a good business case.

This course is specifically designed to help teams who write business cases for internal decision-makers – such as board members, senior managers and department heads. The result will be well-structured business cases that take less time to write, and less time to understand – giving your proposals the best possible chance of succeeding.

Who is it for?

This course is for any team that wants to persuade readers to buy, sell, sign off or agree to a project.

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.

What will your team learn?

Our business-case writing training focuses on practical, actionable writing advice for your team, including how to:

- construct a powerful argument that puts forward the very strongest case for your team's idea
- establish the need for what your team are proposing – leaving decision-makers in no doubt about why the case deserves their full attention
- effectively promote the benefits of their project, ensuring there are no key arguments missing from their final document
- write reader-centred proposals and business cases – leaving out anything decision-makers won't read, care about or understand
- leave a positive final impression
- use correct grammar and punctuation – stopping their audience from paying more attention to their errors than to the substance of their case.

[continue](#)

Business-case writing (cont.)

Course programme

9.30 Introduction

- Welcome
- Course overview

Thinking about different readers' needs

Establishing clear objectives

Identifying your key messages

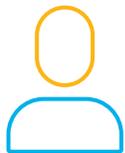
10.45 Coffee

Building a persuasive argument

- Assembling the facts
- Defining the opportunity or problem
- Assessing the way forward
- Addressing different readers' needs
- Making the proposal flow

Intros and endings

- Writing an effective executive summary
- Creating a positive last impression



'(The trainer) gave a great deal of information in a delivery that was well structured, interactive and enjoyable.'

William Drake, Clyde & Co

1.00 Lunch

Writing with impact

- Being direct
- Making your writing active
- Avoiding inappropriate jargon
- Being concise
- Structuring clear sentences

3.30 Tea

Using layout to draw in the reader

Ensuring there are no mistakes

- Perfect punctuation and grammar
- Proofreading

Summary

5.30 Close



'I thought this was one of the best and most engaging sessions we have had.'

Kathleen Heycock, Farrer & Co

Contact us now to learn more

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Technical writing

Writing can take many technical people a long way from their comfort zone. But, whatever your team's roles, their knowledge will be wasted if they don't communicate it effectively.

Clear communication doesn't have to mean dumbing down. We'll show your team how to avoid burying their conclusions in supporting detail, and how to keep meaningful technical terms but weed out anything that's too complicated for their readers. Ultimately they'll make sure their recommendations are always clear for their intended audience.

Who is it for?

The techniques we teach on this course will benefit anyone who has to communicate technical information clearly and effectively – whether they're writing for a non-technical audience or like-minded peers.

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.

What will your team learn?

On this course, your team will learn how to:

- approach writing confidently
- present clear messages
- build a logical structure
- manage and present complex information
- use appendices and terms of reference clearly
- tailor their content and style to the reader
- lay out their reports effectively, including illustrations and graphics
- avoid poor punctuation and grammar
- construct clear paragraphs and sound sentences
- use succinct language and only the appropriate level of technical jargon.

[continue](#)

Technical writing (cont.)

Course programme

9.30 Introduction

- Welcome
- Course overview

Establishing your readers' needs
Identifying your key messages

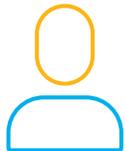
10.45 Coffee

Planning your document

- Assembling your facts and arguments
- Building a logical structure
- Deciding on the level of complexity
- Deciding what to put into the appendices

Planning each component

- Outlining the content of the abstract, introduction methods, results, conclusion and discussion
- Using references effectively



'Well-paced course, handbook useful and examples helpful. Having my work reviewed and used as material was very effective.'

Matthew Finerty, Malvern Instruments

1.00 Lunch

Making your writing reader-centred

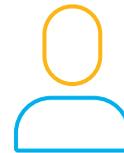
- Constructing paragraphs with clear themes
- Using the appropriate level of technical jargon
- Writing concisely
- Structuring your sentences for easy reading

3.30 Tea

Laying out your document effectively
Using correct punctuation and grammar

Summary

5.30 Close



'Great course. Extremely knowledgeable trainer with fantastic understanding of language and brilliant stories that bring it to life.'

James Wrighton, ADP

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Business writing for graduates

Recruiting graduates represents a significant investment for your organisation. Although they have the appropriate technical skills to drive your business forward, how much experience do they have when it comes to writing in a work environment?

This course will give your graduates a complete grounding in all areas of professional writing, whether that's day-to-day emails, management reports, letters or procedures.

Who is it for?

This course is aimed at any graduate (or equivalent level) in your organisation who has to write in a professional environment.

What does the programme include?

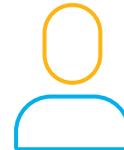
A face-to-face one-day training course is standard. However, we can adapt the course for shorter or longer sessions as required.

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.

What will your team learn?

On a typical one-day course, your graduates will learn how to:

- get their document's key messages across – without pointless waffle
- avoid making grammar and punctuation errors
- build a logical structure into any document, from proposals to emails, letters to reports
- understand the crucial fundamentals of effective document design
- claw back the time lost to writer's block
- match their tone and level of language precisely to their readers
- bring a new level of confidence to their writing.



'The content was directly applicable to my work.'

Tom Crewther, EY

[continue](#)

Business writing for graduates (cont.)

Course programme

9.30 Introduction

- Welcome
- Course overview

Why good writing pays off

From academic to business writing

Putting the reader first

Having a clear objective

10.45 Coffee

Getting started

- Overcoming writer's block
- Assembling the facts

Structuring longer documents

- Building a persuasive argument
- Making the information flow

Intros and endings

- Building rapport quickly
- Making endings memorable

Writing effective email

- Email etiquette
- Do's and don'ts

1.00 Lunch

Improving readability

- Reader-centred writing
- Make your writing active
- Writing in plain English
- Structuring your sentences for easy reading

3.30 Tea

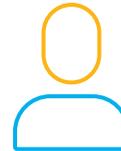
Confident grammar

Perfect punctuation

Effective proofreading

Summary

5.30 Close



'Really useful and well delivered.'

Gillian Cassidy, EY

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Business writing for apprentices

All too often we find that apprentices have a great range of technical skills but don't have experience of writing in a business environment. So we've tailored our business writing-skills training especially for apprentices.

They need the confidence to apply their traditional writing skills in a more professional way, particularly when they may be writing to audiences they are not familiar with.

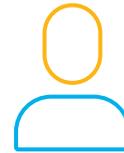
Who is it for?

This course is aimed at any apprentice in your organisation who has to write in a professional environment.

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.



'I have had several business-writing courses before - this was the most informative.'

Liam Wood, Aon Hewitt

What will your team learn?

On a typical one-day course, your apprentices will learn how to:

- get their document's key messages across – without pointless waffle
- avoid making grammar and punctuation errors
- build a logical structure into any document, from proposals to emails, letters to reports
- understand the crucial fundamentals of effective document design
- claw back the time lost to writer's block
- match their tone and level of language precisely to their readers
- bring a new level of confidence to their writing.

[continue](#)

Business writing for apprentices (cont.)

Course programme

9.30 Introduction

- Welcome
- Course overview

Why good writing pays off

The transition to business writing

Putting the reader first

Having a clear objective

10.45 Coffee

Getting started

- Overcoming writer's block
- Assembling the facts

Structuring longer documents

- Building a persuasive argument
- Making the information flow

Intros and endings

- Building rapport quickly
- Making endings memorable

Writing effective email

- Email etiquette
- Do's and don'ts

1.00 Lunch

Improving readability

- Reader-centred writing
- Make your writing active
- Writing in plain English
- Structuring your sentences for easy reading

3.30 Tea

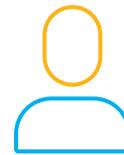
Confident grammar

Perfect punctuation

Effective proofreading

Summary

5.30 Close



'Great instructor. Learned more than in two years of English. Really fun and engaging.'

Scott Jones, Aon Hewitt

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The reluctant presenter

While some people relish the chance to present, others live in fear of public speaking, even though they are experts in their role.

This course is specifically aimed at the latter (though anyone who has to speak in public at work can benefit from attending). Unlike other presentation-skills courses, this one is designed and delivered by trainers who have had to overcome their fears.

Who is it for?

This course will benefit any individual who may be asked to speak in front of internal or external audiences at work.

What does the programme include?

Two days of face-to-face training is standard for this course. However, we can adapt the course for shorter or longer sessions as required.

We also ask individuals to complete an analysis exercise that enables us to identify and work with their own particular strengths and styles. This exercise includes a questionnaire that draws out the details and likely preferences of their audience. And it incorporates an opportunity for participants to send us a slide deck to review (if they have one).

From this, we produce an action plan that shows them which areas to focus on both during the course and afterwards, as they start putting their new skills into practice.

What will your team learn?

By the end of the course, individuals will be able to:

- use a style of presentation that suits their subject and the type of audiences they are dealing with
- make the most of their natural personality to deliver in a way that plays to their strengths and that they'll find most comfortable
- define and refine their brief so they are clear on what they want people to know, feel and do as a result of their talk
- make sure they have the right content, and structure their talk in the best way to convince their audience
- develop the words and pictures needed to bring the subject to life
- use their voice to project meaning and presence
- manage and enhance non-verbal communication, including gesture, eye contact, dress and movement
- encourage and manage positive audience reaction.

[continue](#)

The reluctant presenter (cont.)

Course programme

Day 1

9.30 Introduction

Why this course?

The presentation challenge

Preparing to prepare

11.00 Break

The presentation as a journey: DRIVE

Stage 1: Deciding on your destination

- Establishing your objectives
- Thinking about your audience

Stage 2: Researching and organising

- Drawing a mindmap

12.30 Lunch

Stage 3: Integrating your presentation

- Creating a logical structure
- Applying the Six Ps model

3.00 Break

Stage 4: Visualising your presentation

- Preparing your introduction and conclusion
- Thinking about scripting options
- Using visual aids

Feedback on your sample script

4.30 End

Day 2

9.30 Introduction

Stage 5: Executing your presentation

- Using your voice and body language effectively
- Creating the right environment
- Handling questions

11.00 Break

Social styles

- Feedback and implications
- Understanding your audience profile

12.30 Lunch

Final presentations

- Planning and rehearsal

2.00 Break

Performance and review

Conclusions and action planning

4.00 End

Contact us now to learn more

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Build your own course

When you keep finding problems in your team's writing, there comes a point when you need to act.

Maybe your team write too informally, eroding their professional reputations. Or the issue may be that they're making grammar and punctuation mistakes – mistakes that you're tired of having to correct. Perhaps you'd just like your team members to be able to get to the point, without pages of waffle or needless information.

We run courses to solve problems like these every month, and all of them cover the fundamentals of good writing. But, unlike many generic training providers, we go much further than just using standard course outlines.

Tailor your course to fit your needs

We're specialists in writing training and we're experts in tailoring courses so they are exactly matched to the needs of your team.

If you have particularly persistent or pressing problems, we'll create extra exercises to address them head-on.

We can also bring in elements from different courses. So if you're browsing our course outlines and can't decide which one you need, you don't have to. Instead, we can bring together all the elements you require and combine them in one highly focused programme.



Get in touch to discuss building the programme that's best for your team

Contact us now to learn more

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Coaching clinic

It takes time to change writing habits that have been developing since someone's school days. Although you will see changes in a number of areas after a training course, it's important that delegates continue to focus on their specific problems and practise applying the techniques we teach them.

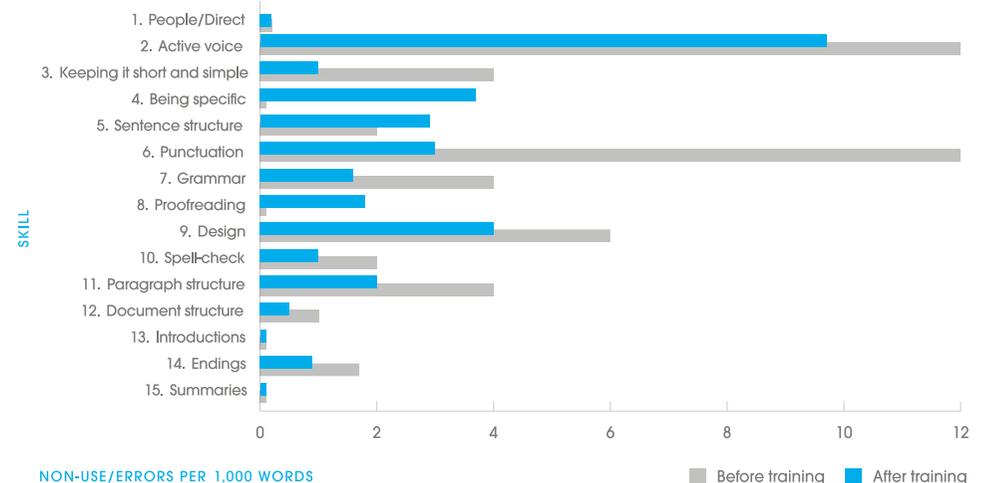
A one-to-one coaching clinic dramatically improves how much delegates retain from the training. It monitors how well they apply new skills and gives them the chance to ask the trainer for advice they may not have felt comfortable discussing in front of their colleagues. It also tends to be much more effective than simply running a second day of training.

What does a coaching clinic include?

The trainer will be back with your team for another day. This time the day will be split into up to ten individual sessions of 30–40 minutes each. These can be run face-to-face at your premises or by phone.

What are the benefits?

- Targets specific areas for improvement in a confidential session
- Dramatically improves knowledge retained from training
- Minimises disruption to the working day with 30- to 40-minute sessions
- Provides a way of benchmarking improvement



Identifying blind spots: our coaching clinic includes a second writing sample analysis, indicating problem areas for the trainer and delegate to work on.

continue

Coaching clinic (cont.)

How does it work?

We analyse a second writing sample six to eight weeks after the original course and produce a 'before and after' graph of the results. This shows the points that still need work and gives an indication of how much the initial course has improved things. In the first analysis and training session, the trainer will have formed a picture of the delegate's blind spots and how best to tackle them. So, in this 40-minute coaching session, the trainer will focus on the second graph and writing sample, and use targeted exercises to work through each weak area. This will allow the delegate to fix those problems permanently and draw on the trainer's experience in an intensive one-to-one session.

We can run up to ten individual coaching clinics in one day, either on-site or remotely. Our operations team will liaise with the course administrator to arrange a date suitable for all delegates and schedule each session.



Talk to us about your team's coaching needs.

Contact us now to learn more

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Web: **writing-skills.com/contact-us**

Executive coaching

From communicating ideas without pointless waffle to maintaining good relationships, good writing remains a key business survival skill. Yet, throughout their working lives, professionals often have to rely solely on techniques they learned at school and university.

The premium option for professionals

As careers progress, worries about punctuation and grammar or uncertainties about writing certain kinds of documents often go unaddressed. (And it's an issue that seems to get harder to raise the longer you leave it.)

In such cases, our one-to-one coaching is the answer. It will equip you with the confidence and ability to tackle any kind of business communication with ease.

Unparalleled flexibility

Executive coaching from Emphasis offers flexible, confidential, tailor-made training anywhere in the world – even at short notice.

It's particularly suited to tackling problems that might be difficult to address in a group setting, whether that's writing and delivering a speech, issues with English as a second language, or anything in between.

We develop one-to-one programmes to meet your exact needs – and we deliver the programmes worldwide. Whether you want training in person or remotely, we'll work to your deadlines and can even run programmes during evenings and weekends.

Personalised training

Working one-to-one with an expert trainer means you'll learn as quickly and efficiently as possible. You'll benefit from feedback on samples of writing you provide before the coaching, quantifying your strengths and weaknesses with our unique 15-point writing analysis.

The result is targeted learning that concentrates on your weak areas and quickly builds your skills. You'll also have the privacy to ask questions that you may feel uncomfortable asking in a group.



[continue](#)

Executive coaching (cont.)



Case study: tailored coaching in annual report writing

'I write my organisation's annual report - a massive task that involves stitching together and rewriting input from up to 30 people. I used three one-on-one sessions with my trainer to work on key sections of the year's report. It really helped to tighten up my writing style, give the report a unique voice and make it engaging and readable. It was also a great way to get some detailed feedback from an informed reader. I use all the tips and techniques I learnt with Emphasis in my day-to-day work.'

'Everyone at Emphasis was helpful and friendly and the training was easy to book, even at short notice. I hope to be back for some top-up training soon.'

Hazel Bedford, IFAD

Find out more

Get in touch to discuss how one-to-one business-writing coaching can quickly deliver a return on investment.

Contact us now to learn more

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Email: info@writing-skills.com

Web: writing-skills.com/contact-us

Courses for individuals

If you're looking for a course for yourself, or up to three people, you're in the right place.

(For more than three delegates, please see our [courses for companies](#)).

What's the course style?

We strictly limit numbers to ten delegates (and to eight for *The reluctant presenter*), keeping the course engaging and interactive. Being in a small group also guarantees you'll get the individual attention you need.

What happens after the course?

We provide a year's phone and email support after the course, so you can return to your desk confident you'll continue to get the help you need.

Where is it held?

We run all our courses for individuals in central London.

We're here to help.

Have any questions about our courses?
Get in touch to talk to our expert advisers:

Phone: **+44 (0)1273 732888**

Email: **info@writing-skills.com**

Web: **writing-skills.com/contact-us**

What courses do we offer?

We've distilled our best training into three intensive public courses in London. They're ideal if you're looking for training for yourself, or up to three people, to write better documents of any kind or master the art of giving presentations.

High-impact business writing

- Ideal for improving anything you write at work
- Proven techniques for improving all documents, including reports, emails, bids, technical documents, letters and more
- Full post-course support

Bid, tender and sales-proposal writing

- Ideal if you regularly respond to ITTs and RFPs
- Learn to build a persuasive argument
- Brush up on the basics of grammar
- Full post-course support

The reluctant presenter

- Ideal for anyone who has to speak in front of an audience (and is terrified at the idea)
- Learn how to use a style that suits your subject and makes the most of your personality
- Master verbal and non-verbal techniques

High-impact business writing

With people at work busier than ever, finely tuned business-writing skills give you a real advantage when you need to get people to sit up and take notice.

In this intensive, practical session, we'll show you how to produce effective business writing quickly. You can apply the methods we teach to all areas of your business: proposal writing, report writing, procedures, letters and emails.

Who is it for?

This course will benefit anyone who has to write at work – whether it be letters, reports, proposals or feedback. Public courses are a great way to train only one or two people, or to sample our training before bringing it in-house.

What does the course include?

Everyone has their own writing style, so we'll first ask you to send in a document for one of our business-writing experts to analyse. Then we'll produce a graph to show you which skills you need to concentrate on to make the biggest impact with your writing.

You'll also benefit from:

- small group training to ensure you get individual attention
- follow-up support, including free telephone and email support for a year
- optional post-course analysis to make sure you're applying what you've learnt.

What will I learn?

On this one-day course you will learn how to:

- set a clear objective
- build a logical structure
- get your key messages across
- choose an appropriate writing style
- establish and build rapport
- keep readers reading
- make your writing more readable
- write confidently and clearly
- construct sound, clear sentences
- use punctuation logically and helpfully
- be sure of your grammar
- leave a positive last impression.

[continue](#)

High-impact business writing (cont.)

Course programme

9.30 Introduction

- Welcome
- Course overview

Why good writing pays off
Putting the reader first
Having a clear objective

10.45 Coffee

Building a persuasive argument
Getting started

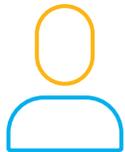
- Overcoming writer's block
- Assembling the facts

A logical structure

- Making the information flow
- Meeting (all) readers' needs

Intros and endings

- Building rapport quickly
- Making endings memorable



'Thought the content, style and pace of the course was fantastic. Would definitely recommend it.'

Gayatri Wood, Spotlight Reporting

1.00 Lunch

Improving readability

- Reader-centred writing
- Make your writing active
- Writing in plain English
- Structuring your sentences for easy reading

3.30 Tea

Effective letters

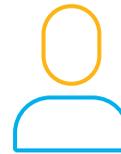
Making the most of email

Confident grammar

Perfect punctuation

Summary

5.30 Close



'A wonderful course. I have learnt a lot.'

Diana Bagnall, Lightning Source UK

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Web: writing-skills.com/contact-us

Bid, tender and sales-proposal writing

Writing a tender, bid or proposal is a key part of winning new business. However, many people fail to turn their expert ideas into compelling copy for their clients.

This course is all about perfecting the art of exceptional sales-proposal writing, which can move you closer to a sale even while you're busy pursuing other opportunities.

Who is it for?

Anyone writing or contributing to proposals, competitive bids or other sales documents. Public courses are a great way to train only one or two people, or to sample our training before bringing it in-house.

What does the course include?

This intensive, practical, no-nonsense course will demonstrate just what makes a truly persuasive sales proposal – and will make writing tenders, bids and proposals quick, easy and effective.

You'll also benefit from:

- small group training to ensure you get individual attention
- follow-up support, including free telephone and email support for a year
- optional post-course analysis to make sure you're applying what you've learnt.

What will I learn?

On this one-day course you will learn how to:

- set a clear objective
- build a persuasive structure
- get your key sales messages across
- focus on the 'win themes'
- use executive summaries to sell to decision-makers
- write persuasively at all times
- manage multiple bid-writing contributions
- address the client's or prospect's needs
- establish and build rapport
- write confidently and clearly, for impact
- construct sound, clear sentences
- ensure grammar and punctuation don't let you down
- choose a clear, consistent layout
- use graphics to draw clients in to the sales document
- focus on relationship building and speed up the sale.

[continue](#)

Bid, tender and sales-proposal writing (cont.)

Course programme

9.30 Start

- Welcome
- Course overview

Putting the client first

- Clarifying the client's perspective
- Writing client-centred proposals

Identifying and using win themes

Having a clear objective

10.45 Coffee

Getting started

- Overcoming writer's block
- Assembling the facts

A logical structure

- Making the information flow
- Encouraging decision-makers and influencers to read it
- Managing multiple contributions (without writing by committee)

Building a persuasive argument

- Selling a solution
- Turning your documents into a silent salesforce

Summaries and endings

- Using the executive summary to gain advantage
- Making endings memorable

1.00 Lunch

Improving readability

- Client-centred writing
- Make your writing active
- Writing in plain English
- Structuring your sentences for easy reading

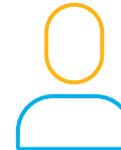
3.30 Tea

Quick check: punctuation, grammar and proofreading

Using graphics and layout to give you the edge

Summary

5.30 Close



'The best training course I have experienced. I felt I learnt a lot and am looking forward to putting my new skills into practice.'

Sian Wilson, Training 2000

Contact us now to learn more

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The reluctant presenter

Ever wanted to share your expertise and ideas with a wider audience but were too afraid to speak up? Does the thought of giving presentations send fear running through you?

We'll help develop you from being a reluctant presenter into a fearless public speaker. And, unlike other presentation-skills courses, this one is designed and delivered by trainers who, like you, had fears to overcome.

Who is it for?

This course will benefit any individual who may be asked to speak in front of internal or external audiences at work. Public courses are a great way to train only one or two people, or to sample our training before bringing it in-house.

What does the programme include?

Two days of face-to-face training is standard for this course.

We'll ask you to complete an analysis exercise that enables us to identify and work with your own particular strengths and styles. This exercise includes a questionnaire that draws out the details and likely preferences of your audience. And it incorporates an opportunity for you to send us a slide deck to review (if you have one).

From this, we produce an action plan that shows you which areas to focus on both during the course and afterwards, as you start putting your new skills into practice.

What will I learn?

By the end of the course, you will be able to:

- use a style of presentation that suits your subject and the type of audiences you are dealing with
- make the most of your natural personality to deliver in a way that plays to your strengths and that you'll find most comfortable
- define and refine your brief so you are clear on what you want people to know, feel and do as a result of your talk
- make sure you have the right content, and structure your talk in the best way to convince your audience
- develop the words and pictures needed to bring the subject to life
- use your voice to project meaning and presence
- manage and enhance non-verbal communication, including gesture, eye contact, dress and movement
- encourage and manage positive audience reaction.

[continue](#)

The reluctant presenter

Course programme

Day 1

9.30 Introduction

Why this course?

The presentation challenge

Preparing to prepare

11.00 Break

The presentation as a journey: DRIVE

Stage 1: Deciding on your destination

- Establishing your objectives
- Thinking about your audience

Stage 2: Researching and organising

- Drawing a mindmap

12.30 Lunch

Stage 3: Integrating your presentation

- Creating a logical structure
- Applying the Six Ps model

3.00 Break

Stage 4: Visualising your presentation

- Preparing your introduction and conclusion
- Thinking about scripting options
- Using visual aids

Feedback on your sample script

4.30 End

Day 2

9.30 Introduction

Stage 5: Executing your presentation

- Using your voice and body language effectively
- Creating the right environment
- Handling questions

11.00 Break

Social styles

- Feedback and implications
- Understanding your audience profile

12.30 Lunch

Final presentations

- Planning and rehearsal

2.00 Break

Performance and review

Conclusions and action planning

4.00 End

Contact us now to learn more

Phone: **+44 (0)1273 732888**

Email: info@writing-skills.com

Web: writing-skills.com/contact-us

Online learning suite

If you want an online solution to help transform your team's or your own reports, emails, letters, technical documents or proposals, you're in the right place.

The world's most comprehensive online business-writing course

Alongside our face-to-face training, we've developed a full suite of online resources to help transform the way you communicate at work.

The full set forms a comprehensive course in its own right – which we call *The complete business writer*.

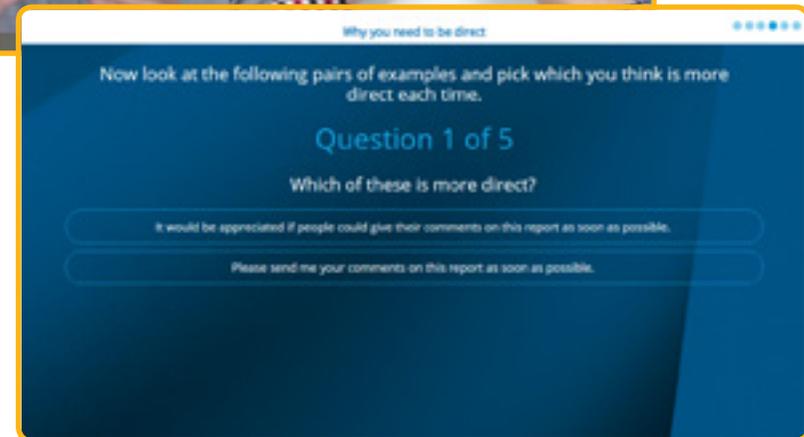
It consists of 52 fully interactive modules. Many modules include short, engaging videos that teach a key idea, technique or approach. And you'll be able to reinforce your new knowledge with interactive exercises and quizzes.

Tailored for busy professionals

If you're an ambitious professional, this online business-writing course is ideal for you.

Whether you write reports, emails, customer letters or proposals, it will help you gain confidence in your writing and learn new skills. It contains everything you need to write outstanding documents that will inform, impress and help you stand out from the crowd.

The programme spans absolutely everything from the moment you start researching your document to the final proofreading.



[continue](#)

Online learning suite (cont.)



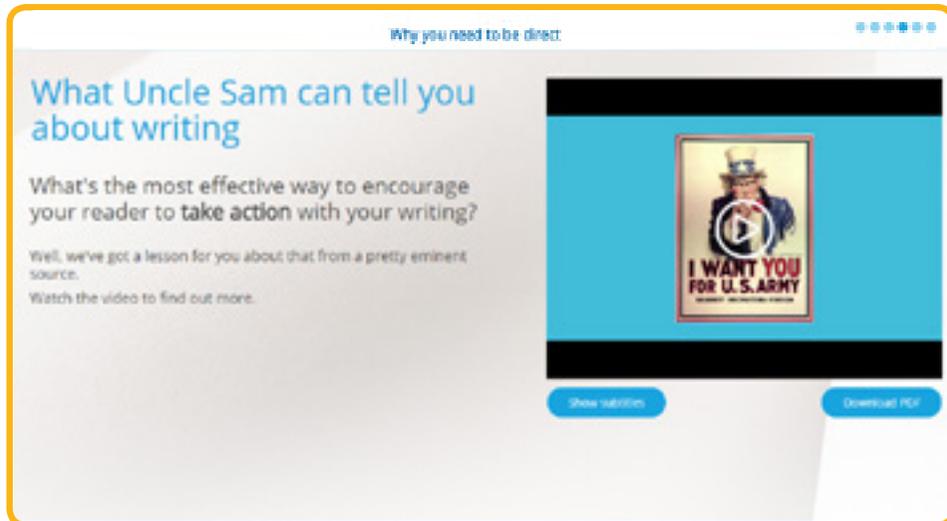
A solution for time-poor teams

If you're a team leader or department head and you want a way to empower your team to improve their skills in the most efficient way possible, this is the answer. Each lesson takes around 15 minutes (or less) to complete, meaning your people can continually improve their skills while investing just a few minutes a week.

Reinforce in-person learning

Changing writing habits takes time and continued practice. So if you choose to run a face-to-face course, you have the option of combining this with our online suite of resources. This way, your team will be able to reinforce and build on everything they learn in person for real, lasting change.

So, whether you want the flexibility of a purely online training experience or to blend online learning with an in-house course for your team – or simply to subscribe for yourself, we can help.



Want to access this training yourself?
You can learn more and subscribe [here](#)

Need an e-learning solution for your team?
Get in touch to talk to us about building the best online-training or blended option for you.

Contact us now to learn more

Phone: **+44 (0)1273 732888**

Email: **info@writing-skills.com**

Web: **writing-skills.com/contact-us**



To book a course, find out more or simply have a chat, contact us:

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