



# Simplifying technical language and raising communication standards at SeaRoc Group

## Sector

Accountancy and consultancy

## Area of training

High-impact proposals, technical reports, letters and executive summaries

## Delivery

In-person training and follow-up one-to-ones

## Delegates

9

## The challenge

Communicating technical information clearly for a wide audience and in a new industry whose vocabulary was still developing.

## The solution

Bespoke training on writing clearly and concisely and presenting technical knowledge effectively. Follow-up one-to-one coaching to cement the skills.

## The results

Staff focusing on their audience to plan, identify key messages and write more succinctly and directly, which clients have recognised and appreciated.

Demystifying complex technical information for a wide audience means carefully considering your readers' needs and engaging them with clear, direct language.

Emphasis helped marine engineering specialists SeaRoc to develop a high-impact style of writing for technical reports and specifications and for tenders and sales proposals.

## Finding the right voice

SeaRoc staff found it challenging to communicate their technical knowledge to a wide audience. 'We have a range of marine and engineering experts and we felt that we weren't communicating as effectively as we could,' explains Peter Hodgetts, Chief Executive. 'Because offshore renewables is a new industry, it is still developing its own language.'

The company didn't want to dumb down, but it did want to make its communications more readable. It recognised that the academic voice of some associates' writing meant its documents weren't as accessible – or effective – as they could be.

## Towards planned and structured writing

Emphasis presented techniques for producing high-impact proposals, reports, letters and executive summaries. The course looked at how to write clearly and concisely and showed the team how to plan and structure their work, harnessing technical knowledge in an effective way. Five months later, one-to-one

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Peter Hodgetts, Chief Executive,  
SeaRoc Group



coaching sessions further embedded the new business-writing principles into the culture of the company.

### Greater audience focus

Since the training, SeaRoc has been writing more succinct reports, using plain English to communicate technical points. By planning their work, staff are able to focus clearly on their messages and audience needs. Learning how to brainstorm has also enabled them to formulate ideas clients are really interested in.

### What the attendees said

'When I write a document, I plan my work thoroughly; I write a specification on who the audience is, what I'm trying to achieve, and what the key messages are,' says Business Development Manager Sam Pryor. 'That's been the most useful thing for me.'

Focusing on language has also helped. 'I'm a lot more direct now when writing to clients ... and they seem to be more engaged,' says Geographical Information Systems Manager Dominic Stratton.


### Clients have noticed the difference

SeaRoc's concise communication is helping to demystify the world of offshore marine works. Eighteen months after calling in Emphasis, the company has noticed knock-on business benefits. 'The training has raised our standard substantially,' says Peter. 'But it's also given us a common identity for how we write our documents, and that's been recognised by our clients as very valuable.'

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Dominic Stratton, Geographical Information Systems Manager, SeaRoc Group

## 5 reasons to choose Emphasis



#### 1. Over 25 years' experience

We've helped improve writing and communications skills for over 80,000 delegates and we've worked with over 1,000 companies – including many just like yours.

#### 2. Unique pre-course analysis

Using our unique method, we analyse the writing of every attendee before training, so our trainers have a solid understanding of each person's writing issues from the start.

#### 3. Full course customisation

Our specialist course developers work hard to create a programme that's customised exactly to the problems your team are facing.

#### 4. Post-course support

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