

## spinningclock

# Concise, consistent and contract-winning writing at Spinning Clock

### Sector

Media and publishing

### Area of training

High-impact writing plus grammar, punctuation and proofreading

### Delivery

In-person courses and one-to-one coaching

### Delegates

20

### The challenge

A mixture of issues to tackle – from inaccurate grammar to unclear messaging and overlong bids – across a team who all write to clients.

### The solution

Two different tailored in-person courses to make sure all needs were met, plus follow-up one-to-one coaching to cement the skills.

### The results

More confidence, a better understanding of the kind of writing that best serves clients, and winning the Change4Life campaign contract.

When a team of creatives are all client-facing, writing needs to be clear, concise and accurate across the board.

Spinning Clock is a design and events management agency which specialises in cutting-edge creative work and provides digital media and interactive exhibition stands for corporate and public-sector clients.

### The need for a consistent voice

Staff at Spinning Clock range from graphic designers and animators to computer programmers and event planners. Everyone has direct email access to clients, so the company needed to make sure its writing was consistent.

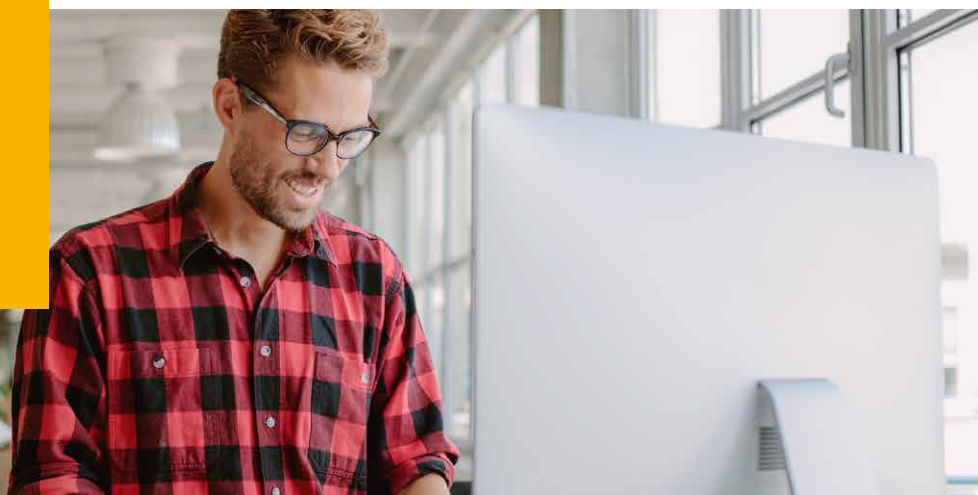
'We found that some people were good at sending concise emails, but not at grammar and spelling,' says Don Turner, Managing Director. 'Others didn't know how to get their message across clearly. There was too much variety in our written communication.'

### Targeted training

Emphasis trained the team in two groups to make sure everyone learnt the precise skills they needed to transform their written work. The course for the creative team and administrators focused on grammar, punctuation and proofing, with tips on planning, structure and readability. The remaining staff, including directors, attended a high-impact business writing course, where they learned and applied techniques for writing proposals, reports, letters and summaries.

'It was an interesting and engaging take on what could have been a very dry subject matter.'

Mark Osborne, Senior Designer,  
Spinning Clock



A couple of months after the course, each delegate had one-to-one coaching to reinforce and build upon their retained knowledge.

### **Towards more assured writing**

'The main benefit is that we feel more confident in our writing skills. We have a much clearer idea of what our clients are looking to get from us,' says Don.

The training also caused a shift in the way the company approaches the tender process. 'I thought proposals had to be 30 pages long to show you'd put the effort in,' says Don. 'But a proposal should only be 30 pages if every page is concise and has a clear point.'

### **What the attendees said**

'It was an interesting and engaging take on what could have been a very dry subject matter,' says attendee Mark Osborne.

'The approach I take now with my writing is to imagine that I'm talking to a friend. Using this strategy means I don't include business-speak or marketing strategy in my writing,' says Don. 'We also loved the Emphasis style guide, *The Write Stuff*.'

### **The business development effect**

Writing at Spinning Clock has become more consistent. And the quality of written work continues to improve, with tangible benefits, such as winning the Change4Life contract – a nationwide campaign to encourage people to eat healthily and exercise more.

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Don Turner, Managing Director, Spinning Clock

## 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**

All delegates have access to our dedicated helpdesk for a year after their course, and we'll send them free tips and resources by email.

#### **5. Our expert trainers**

We only recruit trainers who have a strong background in professional writing and communications – and who are able to unfailingly deliver exceptional courses.

Get in touch with our team: call +44 (0)1273 732 888 or email [info@writing-skills.com](mailto:info@writing-skills.com)

