

High-impact business writing course

Do your team become different people when they write?

Perhaps they suddenly become needlessly formal, sprinkling their writing with words like *thereby* and *herein*. Or maybe they let their professionalism slip by making simple errors, like confusing *their* with *they're*. They could simply fail to communicate key messages, instead filling up documents with excess waffle.

People today are busier than ever. This means that documents and emails that get their messages across effectively have never been more crucial. And after all, time spent writing anything that fails to do this is time – and money – wasted.

Fixing common problems

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, reports, internal communications or customer letters.

Your course will be unique to your organisation: we'll tailor the materials based on real-life examples you supply. This means your team will be able to see exactly how to apply everything they learn to what they do.

Long-term skills

The end result will be lasting improvements in everything your team write. They'll stop turning into different people every time they put their fingers to their keyboards – and you'll stop spending your time worrying about their writing.

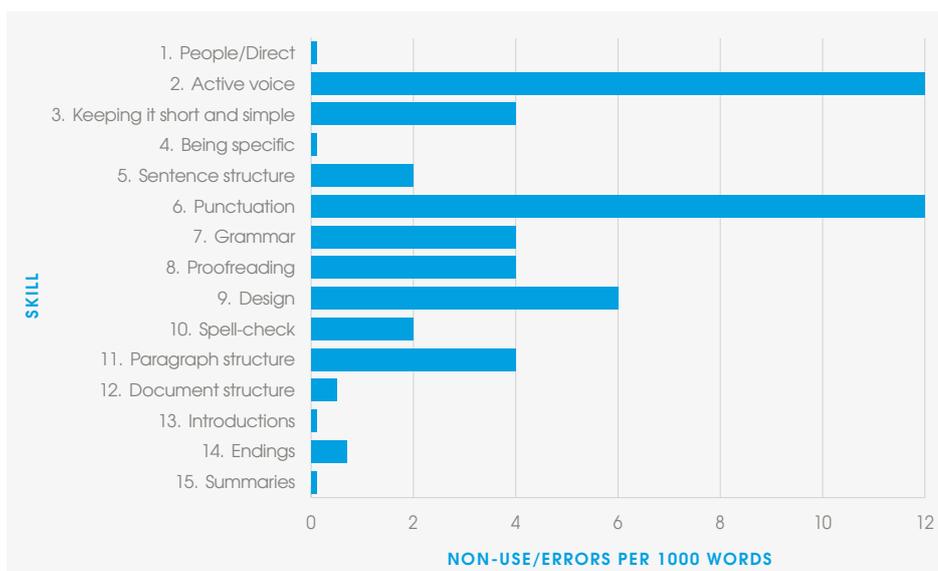
Who is it for?

The techniques on this course will benefit anyone who has to write anything at work. We 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.



Gap analysis: every participant receives targeted feedback

Numbers, pricing and venue

We can train any number, including an entire organisation. (Please ask about our open courses if you need to train only 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, the US and Europe, but we train globally. Wherever you are in the world, we can come to you to run the course. 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:

- 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.

A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and continued practice. So you can choose to combine this training with other interventions to create even better results and lasting change.

You could 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.

Or you might like to complement the training with targeted 90-minute lunch-and-learn seminars, webinars or remote coaching. We also have online-learning modules that can reinforce and build on everything the delegates learned on the course.

Contact us to discuss building the blended programme that's best for your team.

Course programme

High-impact business writing course

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

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

Getting your team's documents read: how to grab readers and keep them reading