

Now with
post-course e-learning
support worth £150

High-impact business writing (remote learning)

People today are busier than ever, and getting their attention is almost as difficult as persuading them to part with their money. Finely tuned business-writing skills give you a real advantage when you need to get people to sit up and take notice.

Make everything you write count

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

Work on your own writing

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.

Who is it for?

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

And because this is remote training, you can attend no matter where you are.

Live online training

We run this course remotely, using the latest web technology. That means you can attend from anywhere. All you need is a computer, a headset and stable internet access.

Learning online is always going to be different from learning in person. So we've carefully designed our remote sessions with these differences in mind, to ensure you still get the same level of interactivity as in our face-to-face training.

And as part of this blended programme, after the remote course you'll also get a year's access to our comprehensive e-learning package, *The complete business writer*. These short and engaging lessons will reinforce and build on the techniques you learn on the day course.

Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small-group training (eight delegates per course) ensures you get individual attention.
- Use of breakout rooms, live polling and activities, shared whiteboards and other tools creates an interactive and collaborative experience.
- Follow-up support includes access to a free telephone and email helpline for a year.
- Post-course access to our e-learning programme *The complete business writer* reinforces and builds on what you've learned.

What you'll learn

On this training you will learn how to:

- set a clear objective
- build a logical structure
- get your key messages across
- choose an appropriate 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 and be sure of your grammar
- leave a positive last impression.

'So engaging even though it was a virtual course. I learned a lot!'

KERRY RUXTON, EY

Course programme

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9.30* Introduction

- Welcome
- Course overview
- Why good writing pays off
- Putting the reader first
- Having a clear objective

10.30 Break

- 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

11.45 Break

- Improving readability
 - Reader-centred writing
 - Making your writing active
 - Writing in plain English
 - Structuring your sentences for easy reading

1.30 Break

- Individual one-to-ones: feedback on writing samples
- Confident grammar
- Perfect punctuation
- Effective proofreading

Summary

3.30 Close

*Timings based on UK time zone (GMT/BST)

Discover how to grab readers and keep them reading in this engaging remote session