

# Advanced business writing

Course for companies

Live online

**Who is it for?**

Senior executives, directors and aspiring managers. We'll tailor the content to match their needs and experience.

**Delivery**

We deliver this course live online.

**Participant numbers**

Four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

**Course length**

Flexible – typically two half-days of training plus a half-day of coaching sessions.

**Pricing**

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

**+44 (0)1273 732 888**

**[info@writing-skills.com](mailto:info@writing-skills.com)**



## Good writing helps communicate change, clarify complex matters and inform stakeholders throughout an organisation.

And with so much business communication happening through writing – from emails to reports to instant messaging – good business writing has become a core skill for senior professionals.

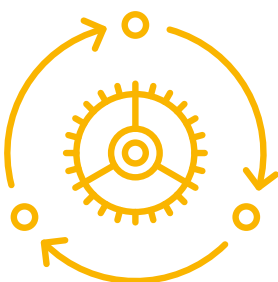
That's why we created this course. It will equip your leaders and managers with the writing skills they need to drive your business forward. What's more, we'll show them how they can lead your organisation's tone of voice and brand in everything they write.

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### Tailored to your needs

We'll consult closely with you before the training, to ensure everything is precisely tailored to your sector, organisation and people.

And we'll analyse the writing of every participant before the course, so we can focus on improving those skills which will have the biggest business impact.





'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,  
Talbot Underwriting Services

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## Bespoke virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in two intensive sessions over two days to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

After the training, delegates will have a year's access to our business-writing helpdesk. This email and phone helpline provides an extra source of support while they're putting their new skills into practice.

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## Learning objectives

By the end of this course, your senior executives will know how to:

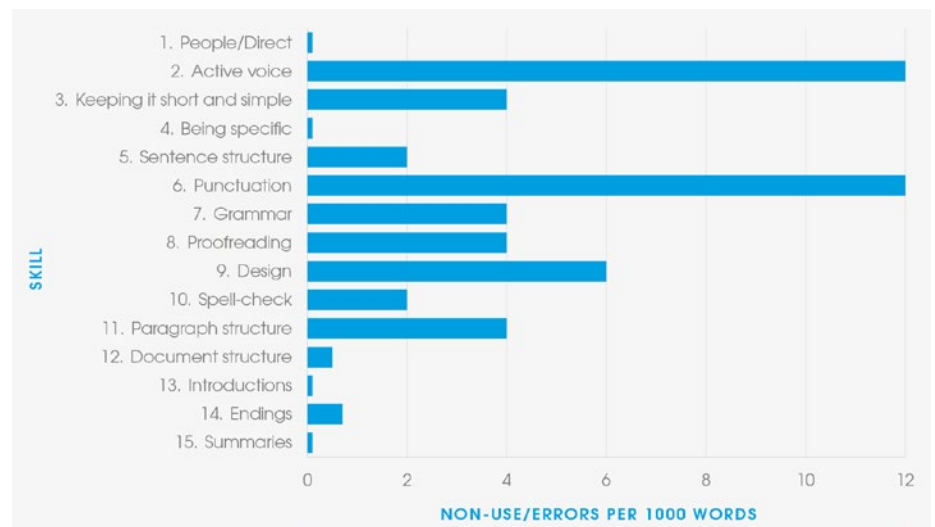
- ✓ set clear objectives for their writing
- ✓ influence key stakeholders
- ✓ tailor their documents and emails to their audiences for maximum impact
- ✓ communicate their messages concisely and effectively - first time
- ✓ help their teams improve by giving effective feedback on documents submitted to them
- ✓ lead their organisation's tone of voice.



## Personalised analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

After the group training, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and exactly how to put their new skills into practice to make rapid improvements.



## A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or e-learning.

**Contact us to discuss the best blended programme for your team.**

Trusted by over 6,000 organisations worldwide, including:



Example programme

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9.30-12.30

## Effective planning and structure

Introduction and course overview

Writing as part of your business strategy

**Understanding your audience**

- ☑ Assembling the facts
- ☑ Putting your reader first
- ☑ Having a clear objective

**Building a persuasive argument**

- ☑ A winning structure
- ☑ Influencing techniques

**Intros and endings**

- ☑ Building rapport quickly
- ☑ Making endings memorable

**Leading your organisation's written voice**

9.30-12.30

## Clear, reader-friendly writing

Introduction and recap

**Improving readability**

- ☑ Reader-centred writing
- ☑ Making your writing active
- ☑ Stripping out jargon
- ☑ Structuring your sentences for easy reading

**How to finish a document in style**

**Perfect punctuation and grammar**

**Effective proofreading**

**Giving feedback on your team's writing**

13.30-17.00

## Individual coaching and analysis feedback

### Build your programme: optional follow-up

#### Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to build on and reinforce the learning.

#### Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Get in touch to discuss your writing course today

Call: +44 (0)1273 732 888  
Email: [info@writing-skills.com](mailto:info@writing-skills.com)