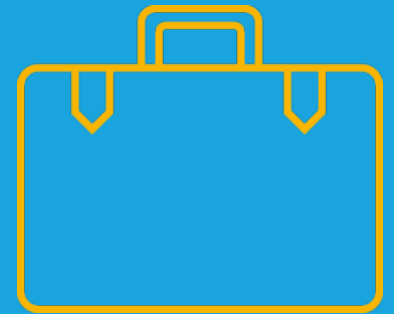


# Business-case writing course

Course for companies

Live online



#### Who is it for?

Any team writing to persuade readers to buy, sell, sign off or agree to a project.

#### 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)**



## It's sad but true: many good ideas go to waste simply because they don't get the attention they deserve.

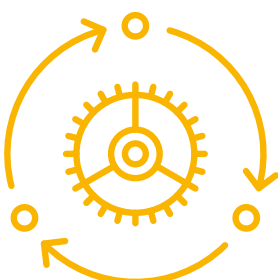
Getting this attention in the business world comes down to writing a good business case. And if you find that ideas from your department often miss out on funding, you may have traced it back to problems in your own team's business cases.

Their documents may lack a logical structure, making decision-makers work too hard to piece together what's actually being said. Perhaps they don't clearly signpost their recommendations. Or they could simply fail to get to the point, losing their main message in overly long justifications.

### Tailored to your needs

A persuasive, easy-to-follow business case will communicate ideas clearly – which ultimately means more cases getting the thumbs up.

This course is designed to help teams who write business cases for internal decision-makers – such as board members, senior managers and department heads – do just that. And we'll tailor the training content to your organisation, challenges and goals, making the learning even more powerful.





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

Harry Folkes,  
Talbot Underwriting Services

## 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.

## Learning objectives

On this course, your team will learn how to:

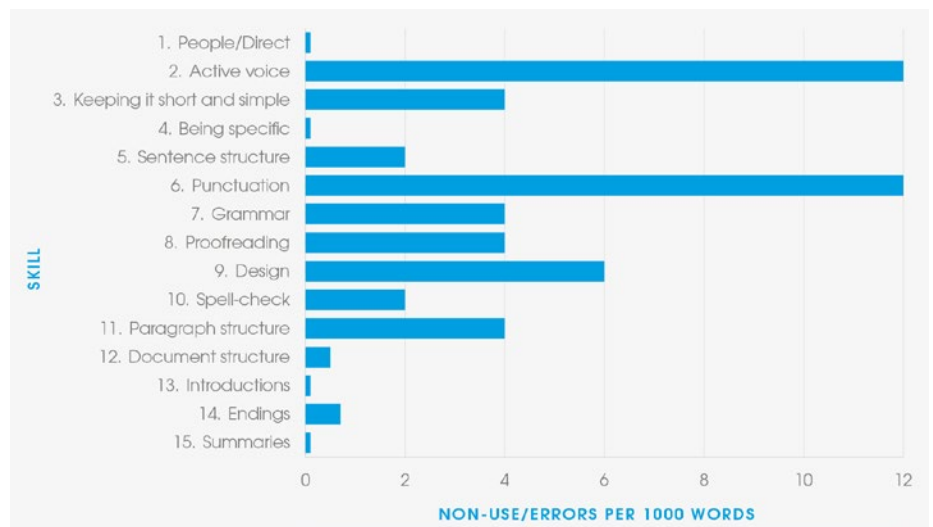
- ✔ construct a powerful argument that puts forward the very strongest case for your team's idea
- ✔ establish a need for what they are proposing – leaving decision-makers in no doubt about why the case deserves their full attention
- ✔ effectively promote the benefits of their project, ensuring there are no key arguments missing from their final document
- ✔ write reader-centred business cases – preventing them from writing anything decision-makers won't read or understand
- ✔ leave a positive last impression
- ✔ use correct grammar and punctuation – keeping readers from paying more attention to their errors than to the substance of their case.



## 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**

**Thinking about different readers' needs**

**Establishing clear objectives**

**Identifying your key messages**

**Building a persuasive argument**

- ☑ Assembling the facts
- ☑ Defining the opportunity or problem
- ☑ Assessing the way forward
- ☑ Addressing different readers' needs
- ☑ Making the proposal flow

**Intros and endings**

- ☑ Writing an effective executive summary
- ☑ Creating a positive last impression

9.30-12.30

## Clear, reader-centred writing

**Introduction and recap**

**Writing with impact**

- ☑ Being direct
- ☑ Making your writing active
- ☑ Avoiding inappropriate jargon
- ☑ Being concise
- ☑ Structuring clear sentences

**Using layout to draw in the reader**

**Ensuring there are no mistakes**

- ☑ Practical punctuation and grammar
- ☑ Perfect proofreading

**Summary and close**

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)