

Business writing for graduates



Course for companies

Live online

**Who is it for?**

Any graduates (or equivalent level) in your organisation who have to write in a professional environment.

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 a half-day 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



Recruiting graduates represents a significant investment for your organisation.

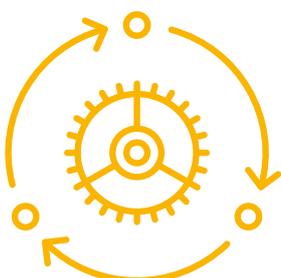
And while they may have the appropriate technical skills to drive your business forward, they may struggle with writing in a professional work environment. The style and structure of academic writing is radically different from the style and structure needed for professional business writing. And the transition from one to the other isn't always smooth.

Maybe your graduates try to impress with long words and convoluted sentences. They may not understand how to distil their message down to the essentials. Perhaps they're simply not used to communicating with people who don't *have* to read their writing.

Tailored to your needs

This course will give your new recruits a complete grounding in all areas of business writing, whatever they write – whether that's emails, reports, proposals or customer letters.

And we'll tailor the course materials to your organisation using real-life document examples you provide, to ensure your team can see exactly how to apply everything they learn.





'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 short, intensive sessions 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:

- ✓ get their document's key messages across – without pointless waffle
- ✓ avoid making grammar and punctuation errors
- ✓ build a logical structure into any communication, from proposals to emails, letters to reports
- ✓ get writing and stop losing time to writer's block
- ✓ get the reader on-side from the beginning
- ✓ match their tone and level of language to their readers
- ✓ bring a new level of confidence to their writing.



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

Clear, effective business writing

Introduction and course overview

The transition to business writing

Putting the reader first

Having a clear objective

Building a persuasive argument

Making the information flow

Writing effective email

Improving readability

- 🕒 Making your writing active
- 🕒 Writing in plain English
- 🕒 Structuring your sentences for easy reading

Effective proofreading

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

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Email: info@writing-skills.com