

Advanced business writing

Course for companies

In person

**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 in person.

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 one day. We can adapt the course for longer or shorter sessions as required.

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**

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

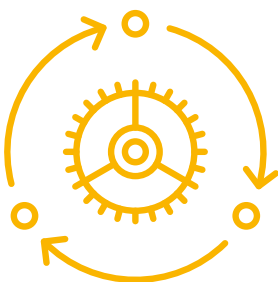
And with so much business communication happening through writing – from emails to reports to instant messaging – good business writing has become a core skill for senior professionals.

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.

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.





‘We chose Emphasis because they really “got it” – they really understood exactly what we needed and what our issues were.’

Mary Jean Pritchard,
The King’s Fund

Venue

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.

Why it works

- ✔ Pre-course writing analysis identifies the areas each learner needs to work on.
 - ✔ Small-group training ensures each delegate gets individual attention.
 - ✔ Targeted exercises and discussion keep learners engaged and mean they immediately practise applying the techniques.
 - ✔ One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
 - ✔ Each delegate receives one year’s access to our business-writing helpdesk to support them as they take what they’ve learned into their roles.
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Learning objectives

By the end of the training, your senior executives will be able to:

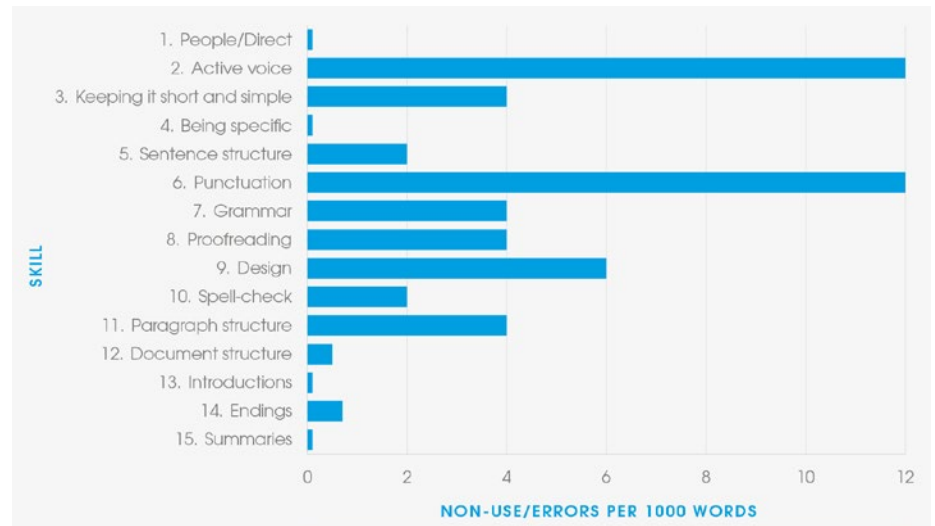
- ✔ set clear objectives for their writing
- ✔ influence key stakeholders
- ✔ tailor their documents and emails to their audiences for maximum impact
- ✔ communicate their messages concisely and effectively – first time
- ✔ help their teams improve by giving effective feedback on documents submitted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



Individual 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

During the course, 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 online 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	Introduction <ul style="list-style-type: none">☑ Welcome☑ Course overview Writing to achieve business strategy <ul style="list-style-type: none">☑ Putting your reader first☑ Having a clear objective Leading your organisation's tone of voice
10.45	Break
	Understanding your audience <ul style="list-style-type: none">☑ Assembling the facts Building a persuasive argument <ul style="list-style-type: none">☑ Structuring longer documents☑ Influencing techniques Intros and endings <ul style="list-style-type: none">☑ Building rapport quickly☑ Making endings memorable
1.00	Lunch
	Improving readability <ul style="list-style-type: none">☑ Reader-centred writing☑ Make your writing active☑ Stripping out jargon☑ Structuring your sentences for easy reading
3.30	Break
	How to finish a document in style Perfect grammar and punctuation Effective proofreading Giving feedback on writing
5.15-5.30	Summary and close

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