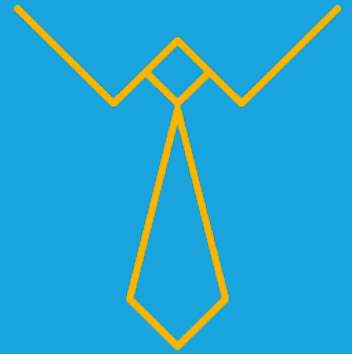


# Business writing for apprentices

Course for companies

In person

**Who is it for?**

Any apprentices in your organisation who have to write in a professional environment.

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

## Investing in apprentices can bring vital fresh talent and energy into your organisation.

And for UK companies, the apprenticeship levy means that recruiting and training talented apprentices makes more sense now than ever.

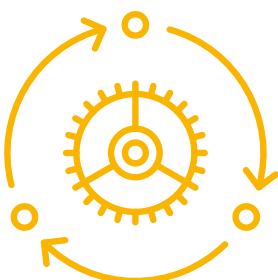
That's why we've collaborated with some of our clients to develop a business-writing skills course especially for apprentices.

All too often, we find that apprentices have great technical abilities but lack experience of writing in a business environment. They need the confidence to apply their traditional writing skills in a more professional way, particularly when they may be writing to audiences they're not familiar with.

### Tailored to your needs

That's exactly what we've designed this course to deliver. It will give your apprentices a complete grounding in all areas of professional writing, whatever they need to write – whether that's emails, reports, proposals or customer letters.

And to make sure the course is truly relevant to your organisation, we'll tailor the materials using real-life document examples you supply.





'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

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## 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.

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## 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

On a typical one-day course, your apprentices will learn how to:

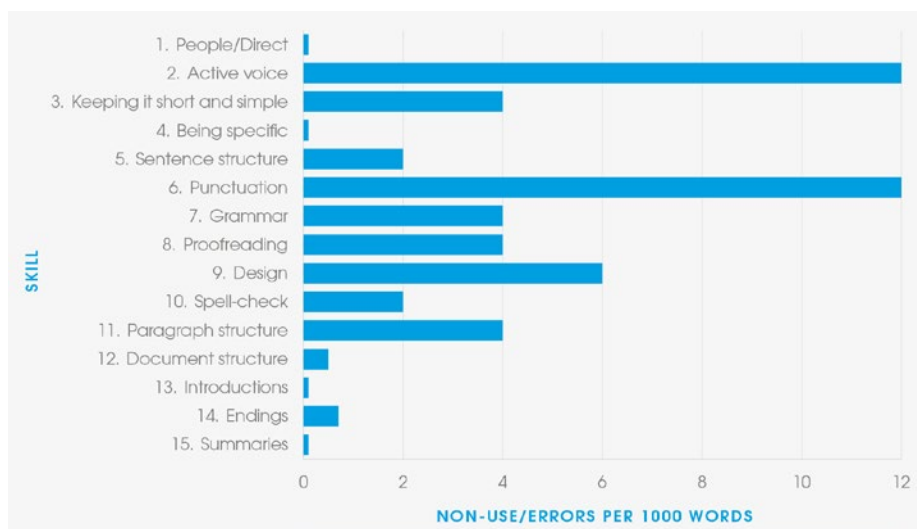
- ✓ get their document's key messages across – without pointless waffle
- ✓ avoid making grammar and punctuation errors
- ✓ build a logical structure into any document, from proposals to emails, letters to reports
- ✓ understand the crucial fundamentals of effective document design
- ✓ get writing and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



## 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:



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9.30	<b>Introduction and course overview</b> <b>Why good writing pays off</b> <b>The transition to business writing</b> <b>Putting the reader first</b> <b>Having a clear objective</b>
10.45	<b>Break</b>
	<b>Getting started</b> <ul style="list-style-type: none"><li>☑ Overcoming writer's block</li><li>☑ Assembling the facts</li></ul> <b>Structuring longer documents</b> <ul style="list-style-type: none"><li>☑ Building a persuasive argument</li><li>☑ Making the information flow</li></ul> <b>Intros and endings</b> <ul style="list-style-type: none"><li>☑ Building rapport quickly</li><li>☑ Making endings memorable</li></ul> <b>Writing effective email</b> <ul style="list-style-type: none"><li>☑ Email etiquette</li><li>☑ Do's and don'ts</li></ul>
1.00	<b>Lunch</b>
	<b>Improving readability</b> <ul style="list-style-type: none"><li>☑ Reader-centred writing</li><li>☑ Make your writing active</li><li>☑ Writing in plain English</li><li>☑ Structuring your sentences for easy reading</li></ul>
3.30	<b>Break</b>
	<b>Confident grammar and punctuation</b> <b>Effective proofreading</b>
5.15-5.30	<b>Summary and close</b>

## 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)