

Business writing for graduates



Course for companies

In person

**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 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**

Recruiting graduates represents a significant investment for your organisation.

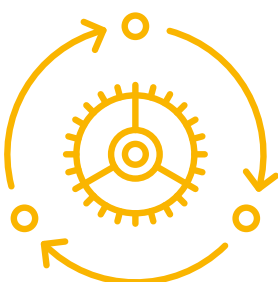
And while they may have the appropriate technical skills to drive your business forward, they may struggle with writing in a professional work environment. The style and structure of academic writing is radically different from the style and structure needed for professional business writing. And the 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.





‘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

On a typical one-day course, your team of graduates will learn how to:

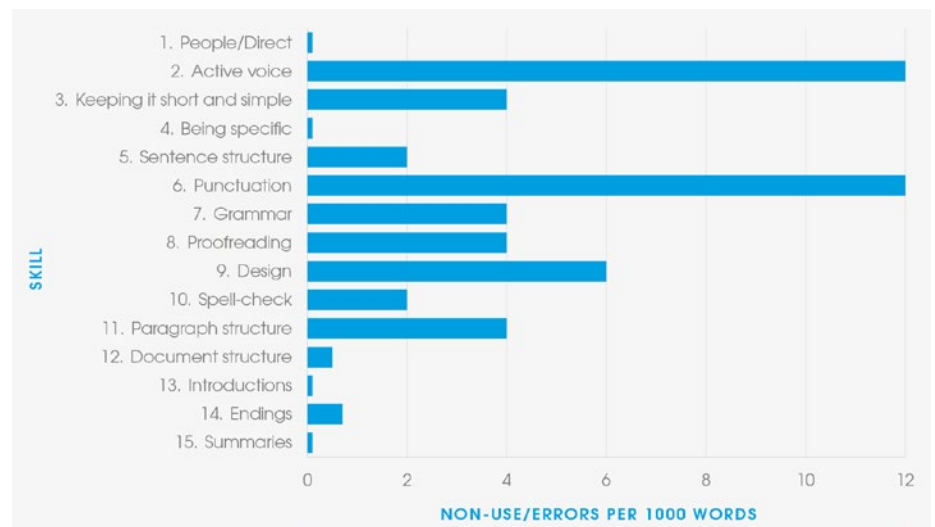
- ✔ get their document’s key messages across – without pointless waffle
- ✔ avoid making grammar and punctuation errors
- ✔ build a logical structure into any document, from proposals to emails, letters to reports
- ✔ understand the crucial fundamentals of effective document design
- ✔ get writing and 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	Introduction and course overview Why good writing pays off The transition to business writing Putting the reader first Having a clear objective
10.45	Break
	Getting started <ul style="list-style-type: none">✔ Overcoming writer's block✔ Assembling the facts Structuring longer documents <ul style="list-style-type: none">✔ Building a persuasive argument✔ Making the information flow Intros and endings <ul style="list-style-type: none">✔ Building rapport quickly✔ Making endings memorable Writing effective email <ul style="list-style-type: none">✔ Email etiquette✔ Do's and don'ts
1.00	Lunch
	Improving readability <ul style="list-style-type: none">✔ Reader-centred writing✔ Making your writing active✔ Writing in plain English✔ Structuring your sentences for easy reading
3.30	Break
	Confident grammar and punctuation Effective proofreading
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