

# Writing inspiring thought leadership

Course for companies

In person

**Who is it for?**

Anyone who has to write thought leadership articles, knowledge papers or white papers.

**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)**



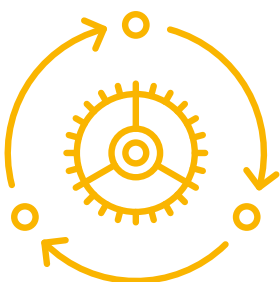
## Effective thought leadership content can position you as an authority in your field, win business and even influence other business leaders – and the future of your industry.

But writing articles that stand out from the noise and cement your status as a true thought leader can be a challenge. How can you make sure your content is fresh, topical and timely? How can you give well-worn topics new life? And how do you set yourself apart from the hundreds of other voices?

This in-house training covers all this and more. It will show your team how to use storytelling and journalistic techniques to translate their in-depth knowledge and research into accessible, engaging, commercially viable content that stands out.

### Tailored to your needs

Generic training only takes you so far, so we tailor our course materials to your team's goals, experience, organisation and sector. We'll use your existing thought leadership content and other content produced in your field to create targeted exercises that show your team exactly how to shape their future articles and workflows.





‘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 this course, your team will learn how to:

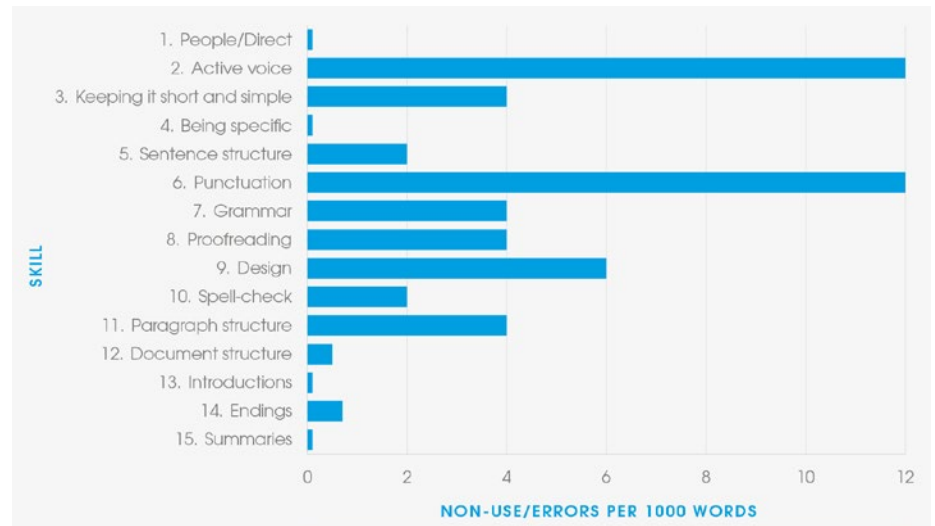
- ✔ turn in-depth research and knowledge into compelling thought leadership articles
- ✔ plan articles with their target readers in mind
- ✔ be ready with content so they can be first to comment at the critical moment
- ✔ ensure key points are communicated to the reader – not buried at the end
- ✔ capture attention from the start and leave readers with a memorable ending
- ✔ use journalistic techniques to hook readers and make well-worn content engaging in new ways
- ✔ cut waffle and abstractions to write with authority and make an impact with thought leadership that stands out
- ✔ construct a persuasive argument to influence other authorities and industry leaders.



## 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 matters in thought leadership</b> <b>Putting the reader first</b> <ul style="list-style-type: none"><li>Why should your reader care?</li><li>Setting clear objectives</li><li>Establishing your key message</li></ul>
10.45	<b>Break</b>
	<b>Giving your thought leadership power</b> <ul style="list-style-type: none"><li>Finding your focus</li><li>Supercharging with specifics</li></ul> <b>Applying journalistic techniques</b> <ul style="list-style-type: none"><li>Planning your article like a feature or news story</li><li>Structuring with the WHAT formula</li><li>Being creative with intros and endings</li></ul> <b>Writing to persuade</b>
1.00	<b>Lunch</b>
	<b>Improving readability for sharp thought leadership</b> <ul style="list-style-type: none"><li>Making 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>Getting in there first: how to beat other influencers to the punch</b> <b>Putting it all together</b> <b>Business-writing essentials</b> <ul style="list-style-type: none"><li>Effective proofreading</li><li>Confident grammar and punctuation</li></ul>
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)