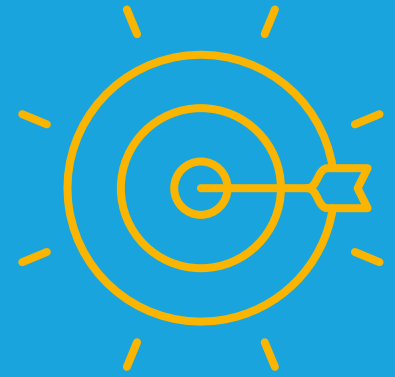


High-impact business writing

Course for companies

In person

**Who is it for?**

Anyone who has to write anything at work. We pitch the course to the writing level and confidence of the participants.

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**

Your team have ideas, expertise – and important jobs to do. But is their writing getting in the way?

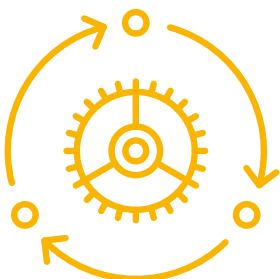
Important messages can be lost in rambling emails, key recommendations get buried in badly structured reports, and professional relationships can be disrupted by communications that strike the wrong tone.

People today are busier than ever. This means that documents and emails that effectively get their messages across have never been more crucial. After all, time spent writing anything that fails to do this is time – and money – wasted.

That's why we created this course. In this intensive, practical session, your team will learn how to optimise their professional writing, whatever they typically write – whether that's emails, reports, internal communications or customer letters.

Tailored to your needs

Your course will be unique to your organisation: we'll tailor the materials based on your goals, using real-life examples of your work documents. This means your team will see exactly how to apply everything they learn to what they do every day.





‘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.
-

Learning objectives

On this course, your team will learn how to:

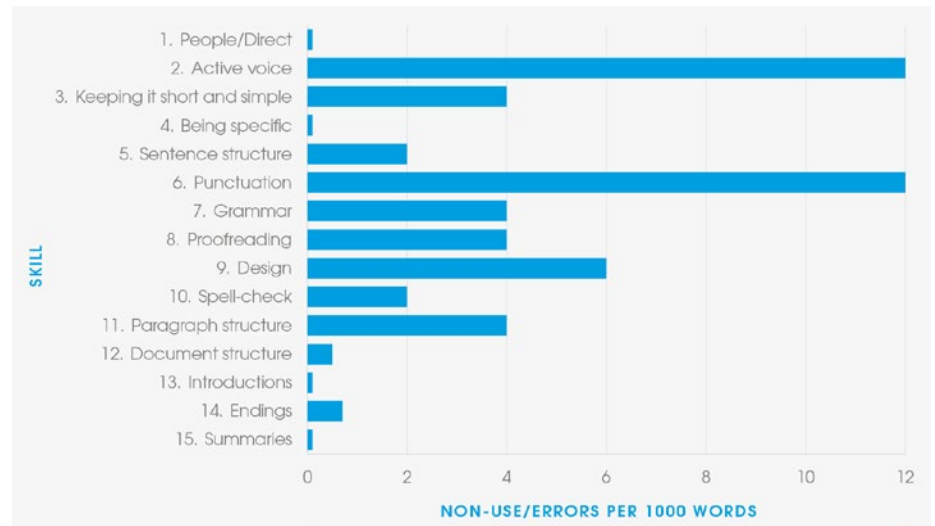
- ✔ set a clear objective
- ✔ build a logical structure
- ✔ get their key messages across
- ✔ choose an appropriate style
- ✔ establish and build rapport
- ✔ keep readers reading
- ✔ make their writing more readable
- ✔ write confidently and clearly
- ✔ construct sound, clear sentences
- ✔ use punctuation logically and helpfully
- ✔ be sure of their grammar
- ✔ leave a positive last impression.



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:

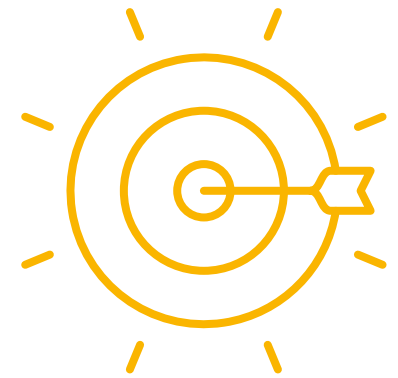


Example programme

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9.30	Introduction <ul style="list-style-type: none">☑ Welcome☑ Course overview Why good writing pays off 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 Writing effective letters and email Building a persuasive argument Structuring longer documents <ul style="list-style-type: none">☑ Making the information flow 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☑ Making your writing active☑ Writing in plain English☑ Structuring your sentences for easy reading
3.30	Break
	Confident grammar Perfect 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