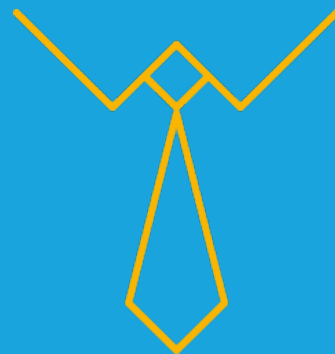


# Business writing for apprentices

Course for companies

Live online

**Who is it for?**

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

**Delivery**

We deliver this course live online.

**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 a half-day of training plus a half-day of coaching sessions.

**Pricing**

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

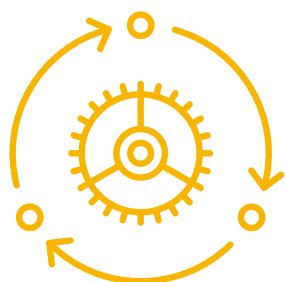
**+44 (0)1273 732 888****[info@writing-skills.com](mailto:info@writing-skills.com)**

## 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.



'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,  
Talbot Underwriting Services

## Bespoke virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in short, intensive sessions to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

After the training, delegates will have a year's access to our business-writing helpdesk. This email and phone helpline provides an extra source of support while they're putting their new skills into practice.

## Learning objectives

On this course, your team will learn how to:

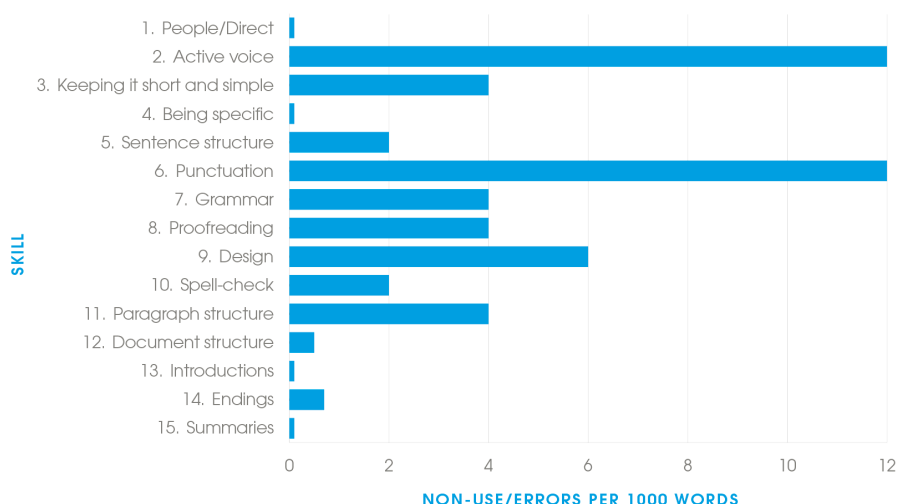
- ✓ get their document's key messages across – without pointless waffle
- ✓ avoid making grammar and punctuation errors
- ✓ build a logical structure into any communication, from proposals to emails, letters to reports
- ✓ get writing and stop losing time to writer's block
- ✓ get the reader on-side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



## Personalised 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

After the group training, 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 e-learning.

**Contact us to discuss the best blended programme for your team.**

Trusted by over 1,000 organisations worldwide, including:



Example programme

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**9.30-12.30**

## Clear, effective business writing

Introduction and course overview

The transition to business writing

Putting the reader first

Having a clear objective

Building a persuasive argument

Making the information flow

Writing effective email

Improving readability

- 🕒 Making your writing active
- 🕒 Writing in plain English
- 🕒 Structuring your sentences for easy reading

Effective proofreading

**13.30-17.00**

## Individual coaching and analysis feedback

### 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)