

# High-impact business writing

Course for companies

Live online

**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 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 two half-days 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)**

25 years



of better writing

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

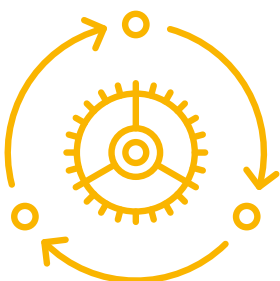
Important messages can be lost in rambling emails, key recommendations get buried in badly structured reports, and professional relationships can be disrupted by communications that strike the wrong tone.

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 online 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.





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

Harry Folkes,  
Talbot Underwriting Services

## Tailored 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 two intensive sessions over two days 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:

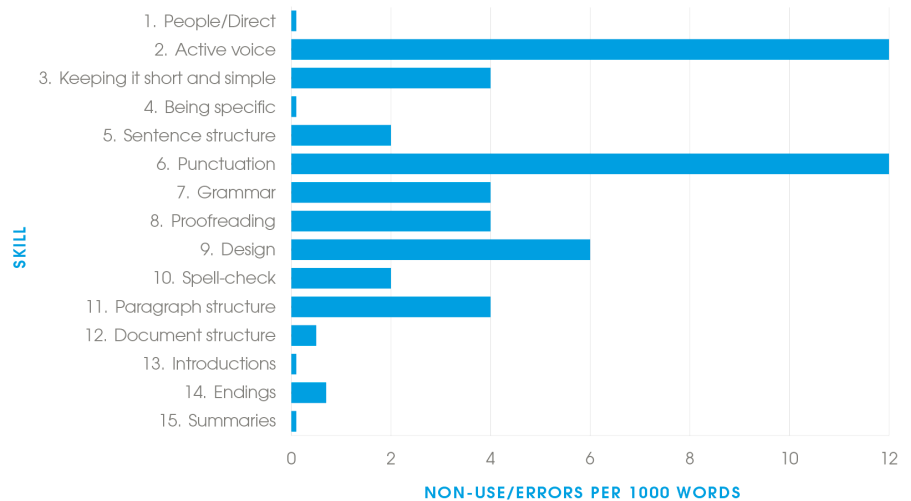
- ✓ set a clear objective
- ✓ build a logical structure
- ✓ get their key messages across
- ✓ choose an appropriate style
- ✓ establish and build rapport
- ✓ keep readers reading
- ✓ make their writing more readable
- ✓ write confidently and clearly
- ✓ construct sound, clear sentences
- ✓ use punctuation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



## 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:

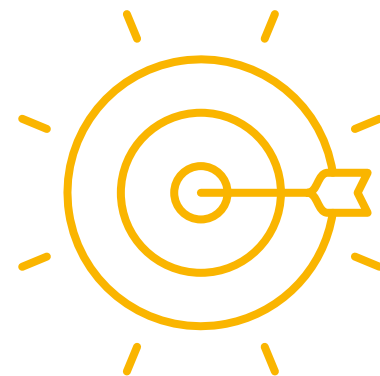


Example programme

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9.30-12.30

## Effective planning and structure

**Introduction and course overview**

**Why good writing pays off**

**Putting the reader first**

**Having a clear objective**

**Getting started**

- ☺ Overcoming writer's block
- ☺ Assembling the facts

**Writing effective letters and email**

**Building a persuasive argument**

**Structuring longer documents**

- ☺ Making the information flow

**Intros and endings**

- ☺ Building rapport quickly
- ☺ Making endings memorable

9.30-12.30

## Clear, reader-friendly writing

**Introduction and recap**

**Improving readability**

- ☺ Reader-centred writing
- ☺ Making your writing active
- ☺ Writing in plain English
- ☺ Structuring your sentences for easy reading

**Confident grammar**

**Perfect punctuation**

**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)