

Business report writing

Course for companies

In person

**Who is it for?**

Any team that write reports of any kind, from annual to board or research reports.

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

25 years



of better writing

Reports are far more than simply tasks to tick off a to-do list – they're a cornerstone of everything your team do.

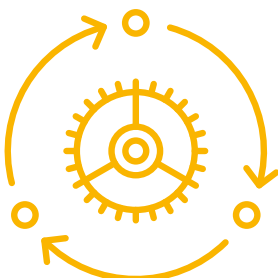
If their reports are poorly written, their work may be ignored – and what needs to happen doesn't happen. Sadly, it's all too common for reports to become little more than a time-consuming chore. And not just for the people writing them, but for the person responsible for signing them off, too.

Maybe your team's reports are too long, leaving key points buried. Perhaps they are poorly planned or lack a logical structure.

It's problems like these that this course will address. We'll arm your team with strategies and techniques that will enable them to present their expertise, research and recommendations in the best possible light.

Tailored to your needs

We understand that your audience and aims will be specific to you and your team. So we'll listen closely to your needs and tailor the course to meet them. We'll create the materials using examples you provide, ensuring 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 report-writing course, your team will learn how to:

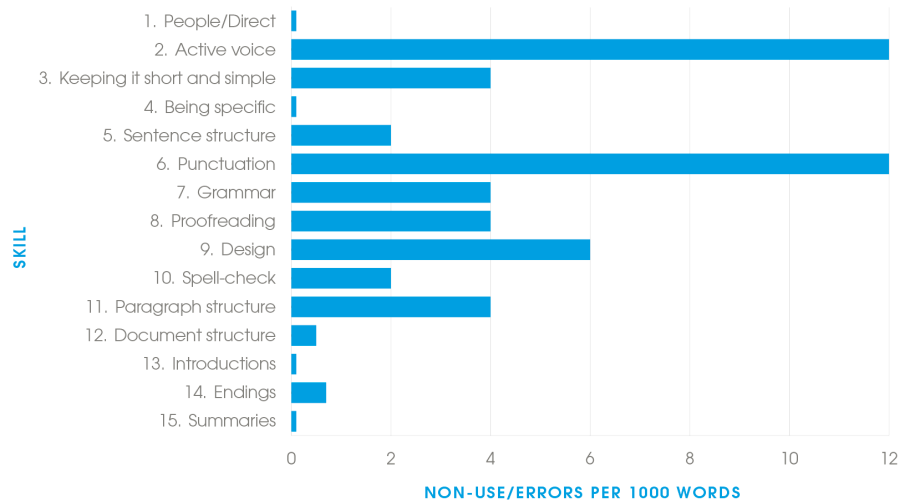
- ✔ build a logical structure – helping them communicate their ideas clearly and succinctly
- ✔ write reports that their readers will want to read – so their hard work won’t go to waste
- ✔ learn what to put in and leave out, retaining crucial information and leaving out unnecessary detail
- ✔ use correct grammar and punctuation to avoid any embarrassing mistakes
- ✔ use an appropriate level of language for their readers
- ✔ write in your organisation’s tone of voice.



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 1,000 organisations worldwide, including:



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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 A logical structure <ul style="list-style-type: none">☑ Making the information flow☑ Meeting (all) readers' needs Intros and endings <ul style="list-style-type: none">☑ Building rapport quickly☑ Executive summaries☑ 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 and punctuation Designing for impact
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