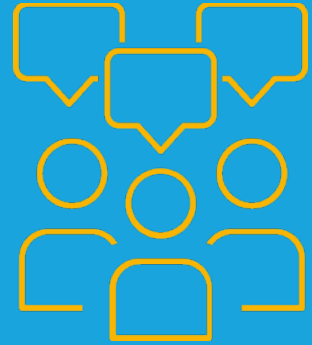


Writing for internal audiences

Course for companies

Live online

**Who is it for?**

Anyone who has to write for internal stakeholders, in any kind of organisation.

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

25 years



of better writing

Keeping internal stakeholders engaged can boost staff-retention levels, increase productivity and minimise risk from non-compliance with key internal procedures.

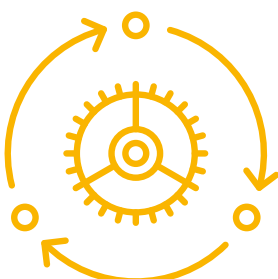
It's as important to get your messaging right internally as it is when dealing with the public, customers or the media.

On this course, we'll show your team how to do this, whether they're writing emails or an internal newsletter, creating user guides for staff or updating the company intranet. They'll learn essential skills, including writing with empathy for employees, achieving positive outcomes when delivering bad news and writing for different channels, such as intranet, instant message platforms and email.

Tailored to your needs

We know that every organisation is different, so we make sure every course is unique too. We'll consult with you before the course and tailor the materials using real examples of your internal communications.

This means you can be sure the training will be relevant and directly applicable to the communications your team need to write.





'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 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:

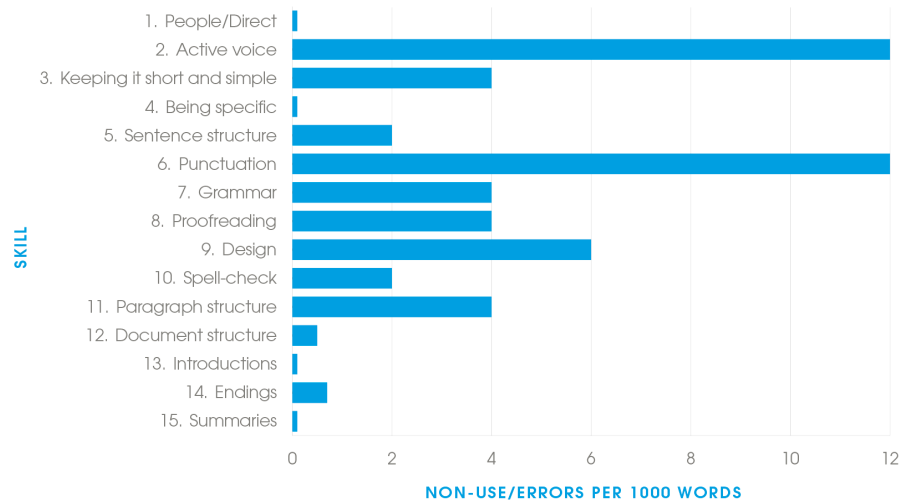
- ✔ strip away the jargon to make content accessible and easy to read for all internal audiences
- ✔ engage their audience and put key information first
- ✔ build a logical structure for all internal communications
- ✔ think about the audience they are writing for (such as the level or location of staff) and tailor their communications accordingly
- ✔ use different channels effectively
- ✔ deliver key messages – whether good or bad – in a way that achieves a positive response from your employees
- ✔ avoid common grammar traps and proofread communications for errors.



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

Writing for internal audiences



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9.30-12.30

Effective planning and structure

Introduction and course overview

Understanding the impact of internal communications

- ☑ Internal and external: what's the difference?
- ☑ Why good writing plays a key role

Knowing your internal stakeholder groups

Having clear objectives

Getting started

- ☑ Developing an internal communications strategy
- ☑ Agreeing key messages
- ☑ Using different communication channels

A question of style

Getting the tone right

Creating a reader-friendly structure

Showing empathy

9.30-12.30

Clear, reader-friendly writing

Introduction and recap

Tailoring your content

- ☑ Putting your reader first
- ☑ Writing with empathy

Delivering impact through your writing

- ☑ Making it easy for your reader: clear, concise writing
- ☑ Writing in plain English and using natural language
- ☑ Using jargon and technical terms with care

Business-writing essentials

- ☑ Confident grammar and punctuation
- ☑ Effective proofreading

Summary and close

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