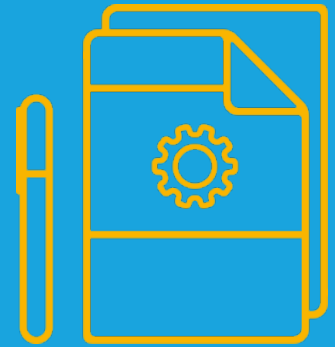


Writing effective strategy documents

Course for companies

Live online

**Who is it for?**

Anyone who contributes to a company strategy document, whether it's for internal stakeholders, shareholders or the public.

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

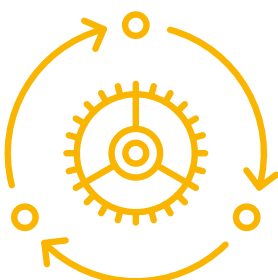
If you want to grow your business or change its direction, the best way to plan it, share it and ensure it happens is to create a strategy document.

But for your team to express the vision for your organisation, their writing must be clear and compelling – balancing the persuasive with the practical. And with active, assertive writing, they can engage their audience and gain their confidence and investment.

Of course, vision without action is simply a pipe dream. So we'll also show your team how to tie objectives to concrete actions. Delegates will also learn how to present and position the metrics necessary to hold everyone accountable – and achieve your aims.

Tailored to your needs

And because we'll consult with you before the course and tailor the training using materials you provide, you can be sure the learning will be targeted and relevant to your organisation and your team's needs.





'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:

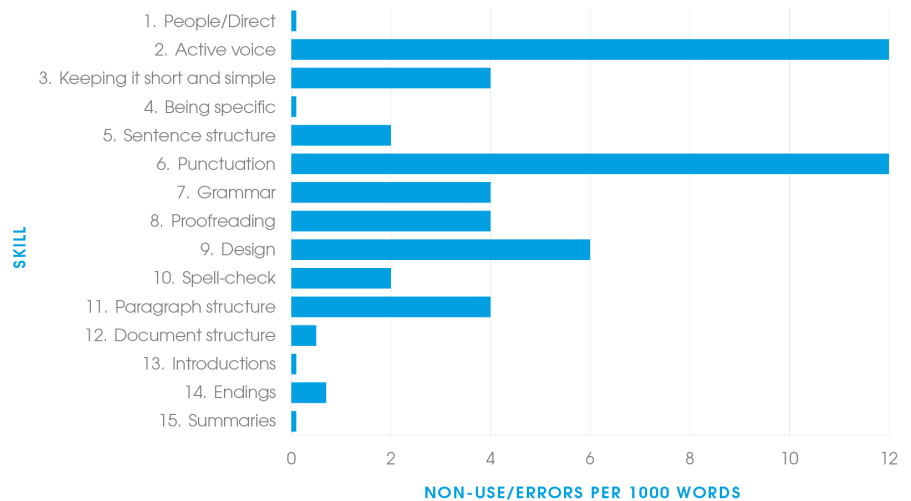
- ✔ plan and structure their document with the reader in mind
- ✔ tie objectives to concrete actions
- ✔ create clear, compelling and persuasive writing to inspire and engage
- ✔ make effective use of figures, data and metrics to stay accountable
- ✔ write a punchy executive summary that sums up the vision, objectives and strategy
- ✔ tailor their writing to their audience, whether that's internal, shareholders or the public
- ✔ ensure accuracy with correct punctuation and grammar.



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 effective strategy documents



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9.30-12.30

Effective planning and structure

Introduction and course overview

Why good writing is critical in communicating strategy

Reader-centred writing

- ☑ Who will read your strategy document?
- ☑ What do they need to know?

Key messages: what do you want to achieve?

Getting started

- ☑ Gathering and ordering relevant information
- ☑ Considering organisational missions and goals

Creating a logical structure

- ☑ Presenting the journey: where you are and where you're going
- ☑ Analysing the external business environment
- ☑ Building a narrative around operational plans
- ☑ Reporting risk

Writing the executive summary

9.30-12.30

Clear, reader-friendly writing

Introduction and recap

Improving readability

- ☑ Making your writing active
- ☑ Writing in plain English
- ☑ Structuring your sentences for easy reading
- ☑ Being specific and direct

Ensuring consistency of tone and style

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