

Writing to communicate change

Course for companies

Live online

**Who is it for?**

Teams involved in communicating change or transforming organisations.

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

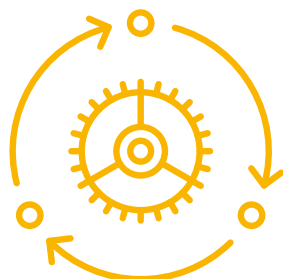
The cost of the course varies depending on numbers. Please get in touch to talk about your group:

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

Changing the way people work or how organisations deliver services takes significant investment. Without effective communications, this could be wasted.

Keeping your internal stakeholders informed and supported through change is critical, and this requires strong, clear and sometimes compassionate writing.

This course covers essential techniques, including writing with empathy for your employees, achieving positive outcomes when delivering bad news and writing for different channels, such as intranet, instant messaging and email.

**Tailored to your needs**

We know that every organisation is different, so we make sure every course is unique too – and tailored to fit. That's why we'll consult with you before the course and tailor the materials using real examples of your 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:

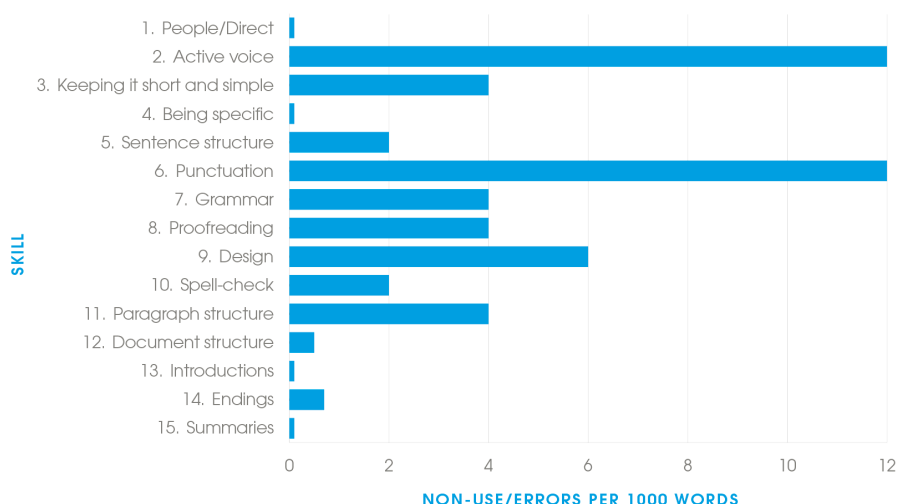
- ✓ understand the emotions employees experience when faced with change and tailor their writing accordingly
- ✓ remove 'project speak' and make content accessible and easy to read for all internal audiences
- ✓ build a logical structure for all change communications
- ✓ get key messages read by audiences at different levels within an organisation
- ✓ 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 internal 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:



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9.30-12.30

Effective planning and structure

Introduction and course overview

Understanding the impact of change

Why good writing is key to managing change successfully

Having clear objectives

Developing a strategy for communicating change

- ☑ Knowing your audience
- ☑ Agreeing key messages
- ☑ Evaluating different communication channels

Getting the tone right

Creating a reader-friendly structure

Showing empathy to those affected by change

Building rapport quickly to create advocates for change

9.30-12.30

Clear, reader-friendly writing

Introduction and recap

Achieving positive results through your writing

- ☑ Making it easy for the reader
- ☑ Writing in plain English and using natural language
- ☑ Avoiding misuse of jargon and technical terms
- ☑ Being direct, concise and clear to create empathy

Essential business-writing skills

- ☑ Confident grammar
- ☑ Perfect 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

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