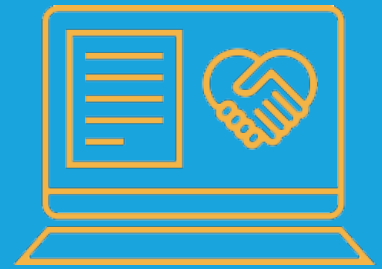


Writing with empathy

Course for companies

Live online

**Who is it for?**

Any team who write to customers via email, letters or social media, in any industry or sector.

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:

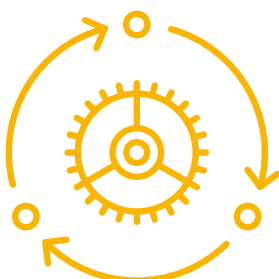
+44 (0)1273 732 888**info@writing-skills.com**

It's never been more important to show empathy in everything you write to your customers.

In times of uncertainty, writing with empathy can help you connect with your audience and grow their loyalty. On the flip side, we've all seen the damage unhappy customers can inflict online when they feel a company's communication lacked the human touch.

Luckily, empathy is a skill we can all learn and improve in. Doing so can help you turn customers into advocates, resolve more complaints first time and strengthen your business.

We'll help your team understand the importance of empathy. And they'll learn how to harness its power in their writing – in emails and letters, on social media, even in newsletters or marketing materials.



Tailored to your needs

Your course will be unique to your organisation: we'll tailor the materials based on your goals, using real examples of your communications. 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

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:

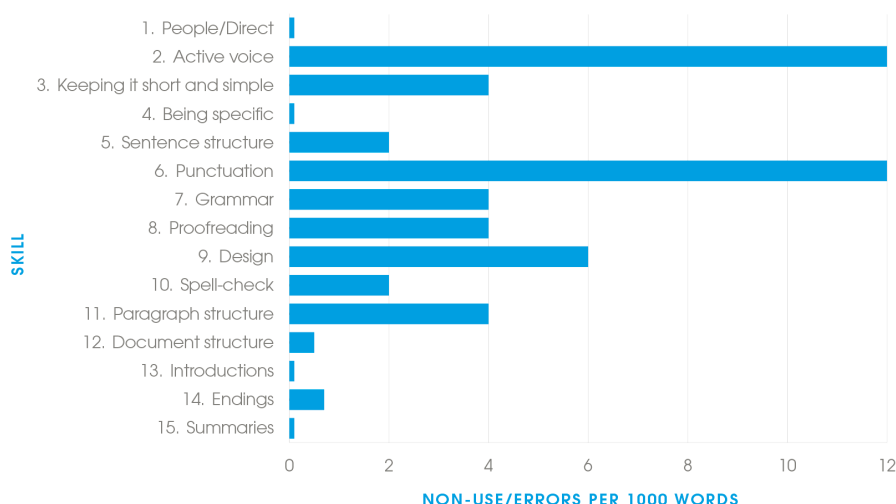
- ✓ always consider their reader's perspective
- ✓ identify their objectives and key messages for any communication
- ✓ use empathy to connect with customers
- ✓ create clear and reader-focused writing
- ✓ easily build a logical structure in their customer communications
- ✓ consistently adopt an appropriate tone, such as when offering an apology
- ✓ work with any legal or compliance wording
- ✓ write clearer letters and emails that result in fewer escalations
- ✓ maintain professionalism with correct grammar and punctuation.



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

Emotional intelligence and writing with empathy

A model for empathetic writing

First steps in creating empathy

- ☑ Considering the reader's perspective
- ☑ Identifying reader-focused objectives
- ☑ Establishing your key messages

Ways of showing empathy

- ☑ Creating a reader-friendly structure
- ☑ Apologising appropriately
- ☑ Dealing with legal and compliance wording
- ☑ Getting the tone right

Creating flow in your writing

Making the most of email

9.30–12.30

Clear, reader-friendly writing

Introduction and recap

Making it easy for the reader

- ☑ Writing in plain English and using natural language
- ☑ Avoiding ambiguity
- ☑ Being direct, concise and clear

Confident grammar

Perfect punctuation

Effective proofreading

Writing with empathy checklist

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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