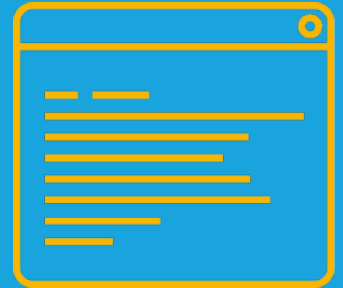


Effective email writing

Course for companies

In person

**Who is it for?**

Every team that have to write emails at work.

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

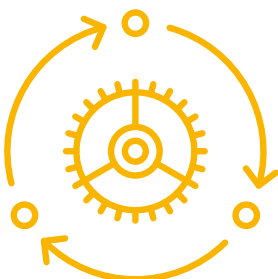
Email is a problem that is hiding in plain sight. We all use email every day. Yet, too often, email fails to be the effective communication tool it deserves to be.

Emails are more likely than other kinds of work to be littered with spelling and grammar errors. Poor structure can result in overlong emails that fail to deliver their key message. And poorly worded emails can lead to misunderstandings between colleagues or with clients, causing disrupted workflows and needless stress.

But it doesn't have to be this way. Used well, email gets ideas across quickly and smoothly. Rather than a barrier to action, it can be an invaluable tool for making sure that everything that needs to happen, happens.

Tailored to your needs

We designed this course to help your team claw back the time lost to poorly written emails. The end result is clear, professional emails that mean they can hit 'send' with confidence. And because we tailor the training to your precise needs, your team will easily see exactly how to apply everything they learn to what they do every day.





‘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.
-

Learning objectives

On this email-writing training course, your team will learn how to:

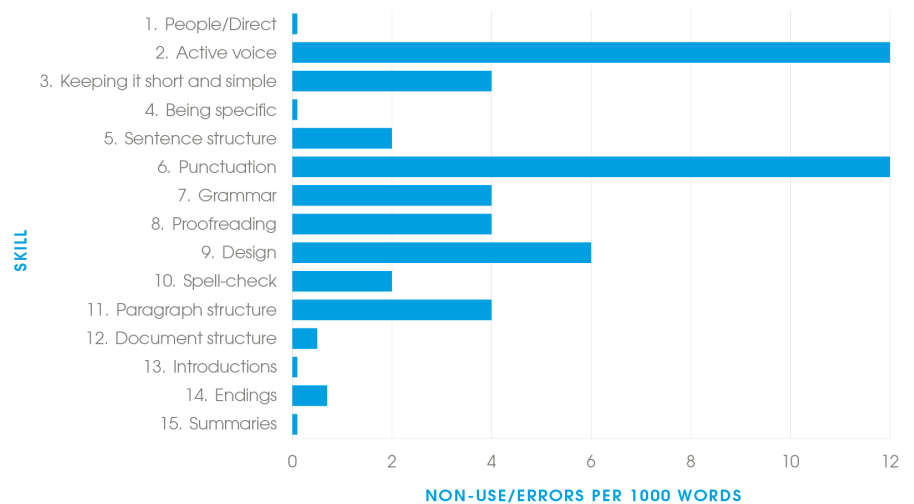
- ✔ begin and end emails professionally
- ✔ set a clear objective
- ✔ consider their audience
- ✔ structure emails logically using the SCRAP formula
- ✔ write clearly and succinctly
- ✔ get the reader on-side from the beginning
- ✔ communicate their messages effectively – first time
- ✔ avoid making embarrassing mistakes
- ✔ know when email isn’t the best solution.



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:



Effective email writing



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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
	Planning email and longer documents <ul style="list-style-type: none">☑ Why even email needs planning☑ Clarity of thought☑ Assembling the facts☑ Making the information flow☑ Meeting (all) readers' needs☑ Making it logical for them Persuasive writing <ul style="list-style-type: none">☑ Four steps to building a persuasive case☑ Getting the reader to take (the right) action
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
	Email do's and don'ts Confident grammar Perfect punctuation
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