

Policy and procedure writing

Course for companies

In person

**Who is it for?**

Any team who have to write or edit policy and procedure documents for their organisation.

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

Unclear policy and procedure documents can easily be misunderstood or ignored.

This can lead to inconsistencies, inefficiencies and bad feeling – it could even leave you open to legal action.

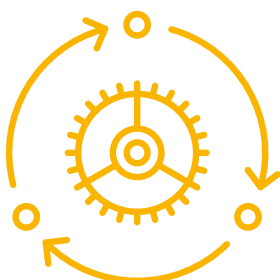
But with clear, active and specific writing, every employee will know where they stand and how they should act in any professional situation at your organisation.

On this course, we'll show your team how to write policies and procedures that will keep your business running smoothly as you work towards your objectives.

Tailored to your needs

The training will be as unique as your organisation. To develop the materials for your course, we'll consult with you and create exercises and worksheets based on real examples of your policy and procedure documents. This means you can be sure the training will be relevant to your team's jobs – and they can be sure of how to apply the techniques as soon as they're back at their desks.

And if you're looking to overhaul your current collection of policies and procedures, we can also work with you to edit your existing documents and templates.





‘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.
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Learning objectives

On this course, your team will learn how to:

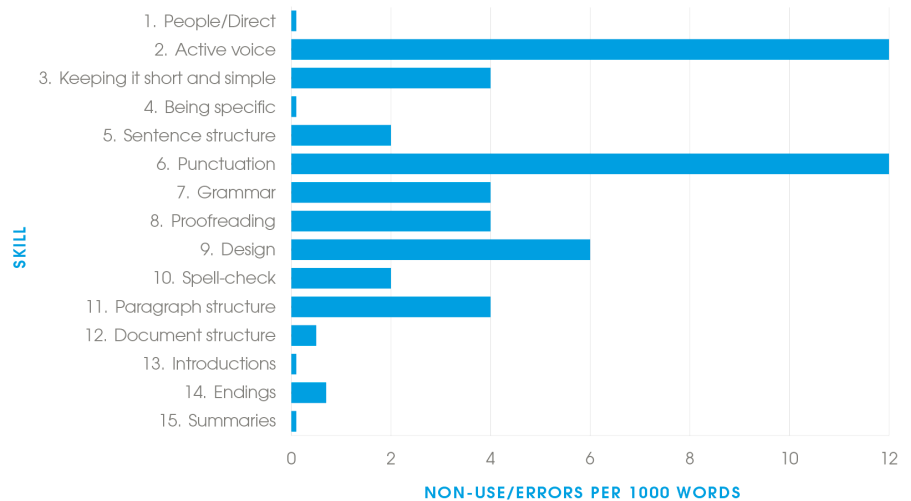
- ✔ set clear objectives and profile their readers
- ✔ identify and communicate key messages
- ✔ ensure they include the right information and level of detail
- ✔ create a logical structure for policies and procedures
- ✔ strip out needless waffle and use jargon well
- ✔ write in clear, active language for documents that people will read and understand
- ✔ use specific language to avoid ambiguity and misunderstandings
- ✔ write subheadings that guide and engage the reader
- ✔ create consistent documents with clear formatting and design
- ✔ make documents accessible
- ✔ be accurate with grammar and punctuation
- ✔ proofread documents for errors.



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:



Example programme

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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.

9.30	Introduction and course overview Why good policy and procedure writing is essential Producing reader-centred documents <ul style="list-style-type: none">✔ Putting the reader first✔ Setting clear objectives✔ Establishing your key messages
10.45	Break
	Policies, procedures and instructions <ul style="list-style-type: none">✔ What's the difference?✔ Practical guidance Getting the structure right <ul style="list-style-type: none">✔ Assembling the facts✔ Classifying the information Making the information flow Managing multiple contributions and version control
1.00	Lunch
	Writing accessible policies and procedures <ul style="list-style-type: none">✔ Getting the tone right✔ Making your writing active✔ Writing in plain English✔ Structuring your sentences for easy reading Using specific language <ul style="list-style-type: none">✔ Avoiding ambiguity✔ Must, should or may
3.30	Break
	Creating consistency with design and formatting Checking for accuracy <ul style="list-style-type: none">✔ Confident grammar and punctuation✔ Effective proofreading
5.15-5.30	Summary and close

Get in touch to discuss your writing course today

Call: +44 (0)1273 732 888
Email: info@writing-skills.com