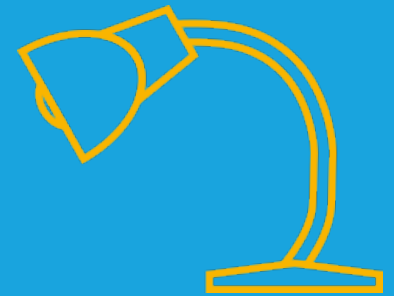


# Technical-writing course

Course for companies

In person

**Who is it for?**

Anyone who has to communicate technical information – whether for a non-technical audience or likeminded peers.

**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](mailto:info@writing-skills.com)**

25 years



of better writing

## For many technical people, writing can take them a long way from their comfort zone.

Scientists tend to see their strengths in doing the research. Engineers see theirs in solving practical problems. Developers might be comfortable writing only code.

But whatever your team's roles, their knowledge will be wasted if they don't communicate it effectively.

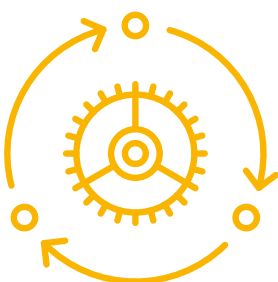
We'll show your team how to avoid burying conclusions in supporting detail. They'll learn how to weed out anything that's too complex for their readers while keeping meaningful technical terms, so their recommendations are always clear for their intended audience. Above all, we'll build your team's confidence and pride in their own writing – helping them to see it as a key part of their core skills.

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## Tailored to your needs

To be engaging and effective, a course must be directly relevant to the documents that your team have to write.

So, we'll tailor the course materials using real-life examples of your team's technical documents. This means they'll understand exactly how to apply the techniques they learn to their own work.





‘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

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## 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.

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## 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:

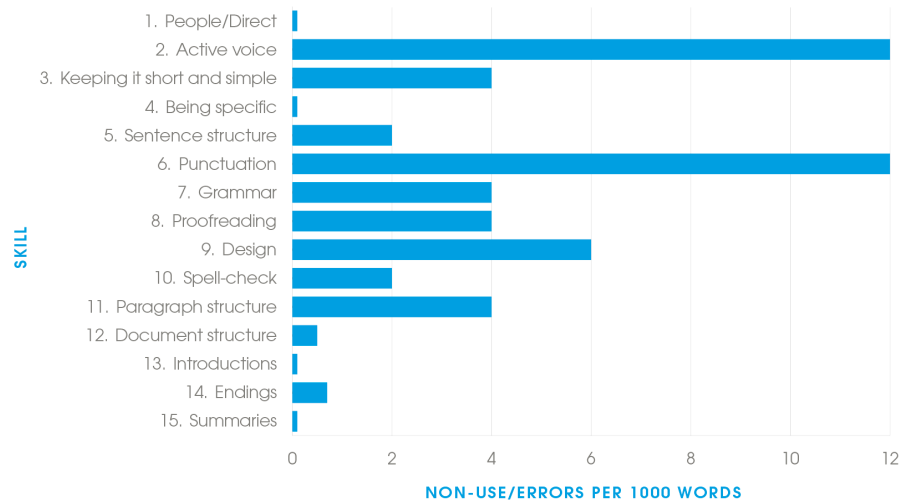
- ✔ approach writing confidently
- ✔ present clear messages
- ✔ build a logical structure
- ✔ manage and present complex information
- ✔ use appendices and terms of reference clearly
- ✔ tailor their content and style to the reader
- ✔ lay out their reports effectively, including illustrations and graphics
- ✔ avoid poor punctuation and grammar
- ✔ construct clear paragraphs and sound sentences
- ✔ use succinct language and only the appropriate level of technical jargon.



## 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.

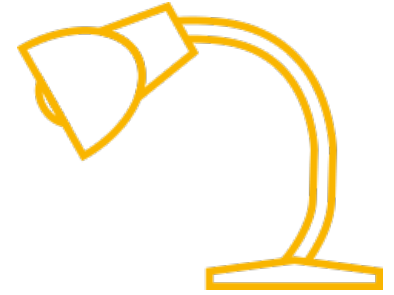
You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or online learning.

**Contact us to discuss the best blended programme for your team.**

Trusted by over 1,000 organisations worldwide, including:



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9.30	<b>Introduction</b> <ul style="list-style-type: none"><li>☑ Welcome</li><li>☑ Course overview</li></ul> <b>Why good writing pays off</b> <b>Establishing your readers' needs</b> <b>Identifying your key messages</b>
10.45	<b>Break</b>
	<b>Planning your document</b> <ul style="list-style-type: none"><li>☑ Assembling your facts and arguments</li><li>☑ Building a logical structure</li><li>☑ Deciding on the level of complexity</li><li>☑ Deciding what to put into the appendices</li></ul> <b>Planning each component</b> <ul style="list-style-type: none"><li>☑ Outlining the content of the abstract, introduction, methods, results, conclusion and discussion</li><li>☑ Using references effectively</li></ul>
1.00	<b>Lunch</b>
	<b>Making your writing reader-centred</b> <ul style="list-style-type: none"><li>☑ Constructing paragraphs with clear themes</li><li>☑ Using the appropriate level of technical jargon</li><li>☑ Writing concisely</li><li>☑ Structuring your sentences for easy reading</li></ul>
3.30	<b>Break</b>
	<b>Laying out your document effectively</b> <b>Using correct punctuation and grammar</b>
5.15-5.30	<b>Summary and close</b>

## 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](mailto:info@writing-skills.com)