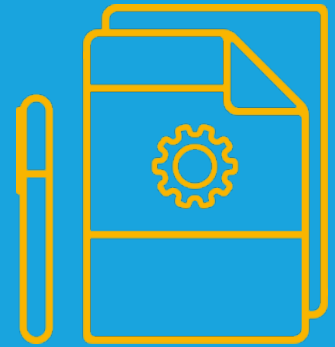


Writing effective strategy documents

Course for companies

In person

**Who is it for?**

Anyone who contributes to a company strategy document, whether it's for internal stakeholders, shareholders or the public.

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

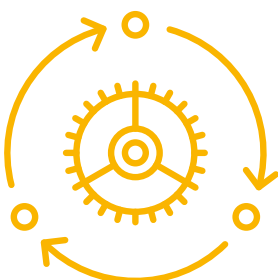
If you want to grow your business or change its direction, the best way to plan it, share it and ensure it happens is to create a strategy document.

But for your team to express the vision for your organisation, their writing must be clear and compelling – balancing the persuasive with the practical. And with active, assertive writing, they can engage their audience and gain their confidence and investment.

Of course, vision without action is simply a pipe dream. So we'll also show your team how to tie objectives to concrete actions. Delegates will also learn how to present and position the metrics necessary to hold everyone accountable – and achieve your aims.

Tailored to your needs

And because we'll consult with you before the course and tailor the training using materials you provide, you can be sure the learning will be targeted and relevant to your organisation and your team's needs.





‘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:

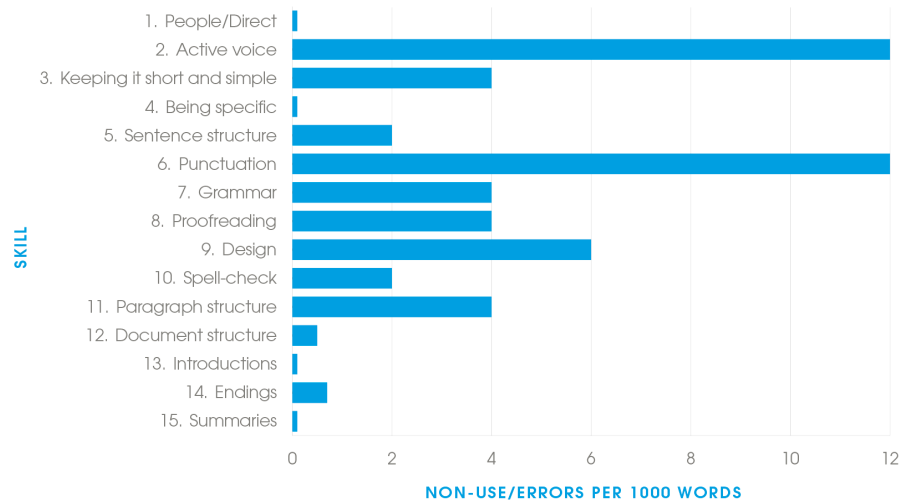
- ✔ plan and structure their document with the reader in mind
- ✔ tie objectives to concrete actions
- ✔ create clear, compelling and persuasive writing to inspire and engage
- ✔ make effective use of figures, data and metrics to stay accountable
- ✔ write a punchy executive summary that sums up the vision, objectives and strategy
- ✔ tailor writing to their audience, whether that’s internal, shareholders or the public
- ✔ ensure accuracy with correct punctuation and grammar.



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.

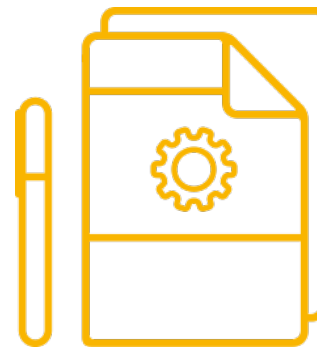
You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or online learning.

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	Introduction and course overview Why good writing is critical in communicating strategy Reader-centred writing <ul style="list-style-type: none">Who will read your strategy document?What do they need to know? Key messages: what do you want to achieve?
10.45	Break
	Getting started <ul style="list-style-type: none">Gathering and ordering relevant informationConsidering organisational missions and goals Creating a logical structure <ul style="list-style-type: none">Presenting the journey: where you are and where you plan to beAnalysing the external business environmentBuilding a narrative around operational plansReporting risk Writing the executive summary
1.00	Lunch
	Improving readability <ul style="list-style-type: none">Making your writing activeWriting in plain EnglishStructuring your sentences for easy readingBeing specific and direct
3.30	Break
	Ensuring consistency of tone and style Business-writing essentials <ul style="list-style-type: none">Effective proofreadingConfident grammar and 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