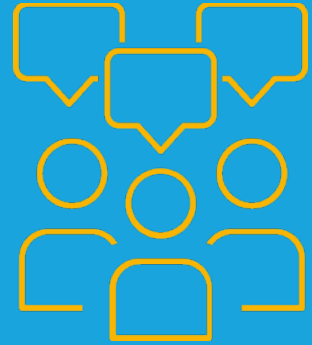


# Writing for internal audiences

Course for companies

In person

**Who is it for?**

Anyone who has to write for internal stakeholders, in any kind of 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](mailto:info@writing-skills.com)

25 years



of better writing

## Keeping internal stakeholders engaged can boost staff-retention levels, increase productivity and minimise risk from non-compliance with key internal procedures.

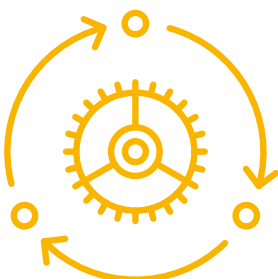
It's as important to get your messaging right internally as it is when dealing with the public, customers or the media.

On this course, we'll show your team how to do this, whether they're writing emails or an internal newsletter, creating user guides for staff or updating the company intranet. They'll learn essential skills, including writing with empathy for employees, achieving positive outcomes when delivering bad news and writing for different channels, such as intranet, instant message platforms and email.

## Tailored to your needs

We know that every organisation is different, so we make sure every course is unique too. We'll consult with you before the course and tailor the materials using real examples of your internal communications.

This means you can be sure the training will be relevant and directly applicable to the communications your team need to write.





‘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:

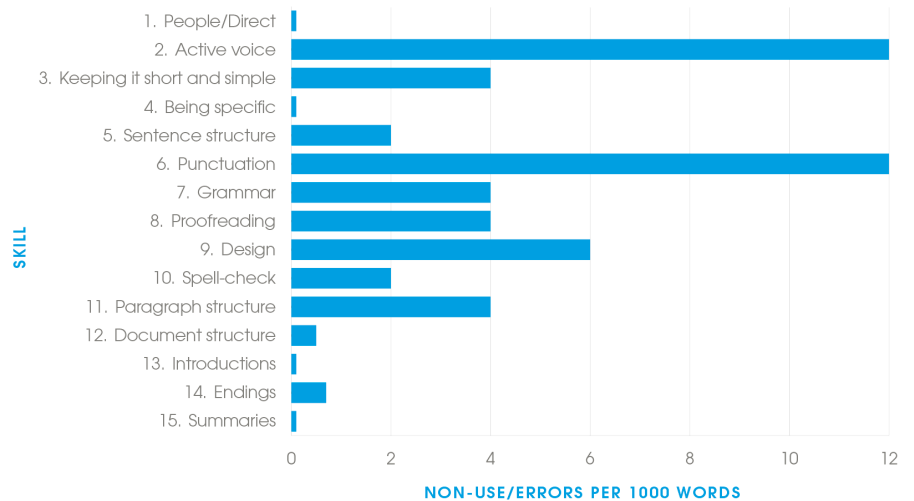
- ✔ strip away the jargon to make content accessible and easy to read for all internal audiences
- ✔ engage their audience and put key information first
- ✔ build a logical structure for all internal communications
- ✔ think about the audience they are writing for (such as the level or location of staff) and tailor their communications accordingly
- ✔ use different channels effectively
- ✔ deliver key messages – whether good or bad – in a way that achieves a positive response from your employees
- ✔ avoid common grammar traps and proofread communications 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:



# Writing for internal audiences



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In person

## 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	<b>Introduction</b> <ul style="list-style-type: none"><li>Welcome</li><li>Course overview</li></ul> <b>Understanding the impact of internal communications</b> <ul style="list-style-type: none"><li>Internal and external: what's the difference?</li><li>Why good writing plays a key role</li></ul> <b>Knowing your internal stakeholder groups and their differences</b> <b>Having clear objectives</b>
10.45	<b>Break</b>
	<b>Getting started</b> <ul style="list-style-type: none"><li>Developing an internal communications strategy</li><li>Agreeing key messages</li><li>Using different communications channels</li></ul> <b>A question of style</b> <ul style="list-style-type: none"><li>Getting the tone right</li><li>Creating a reader-friendly structure</li><li>Showing empathy</li></ul>
1.00	<b>Lunch</b>
	<b>Tailoring your content</b> <ul style="list-style-type: none"><li>Putting your reader first</li><li>How to write with empathy</li></ul> <b>Delivering impact through your writing</b> <ul style="list-style-type: none"><li>Making it easy for the reader: clear and concise writing</li><li>Writing in plain English and using natural language</li><li>Avoiding misuse of jargon and technical terms</li></ul>
3.30	<b>Break</b>
	<b>Business-writing essentials</b> <ul style="list-style-type: none"><li>Confident grammar and punctuation</li><li>Effective proofreading</li></ul>
5.15-5.30	<b>Summary and close</b>

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)