

Writing to communicate change

Course for companies

In person

**Who is it for?**

Teams involved in communicating change or transforming organisations.

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



Changing the way people work or how organisations deliver services takes significant investment. Without effective communications, this could be wasted.

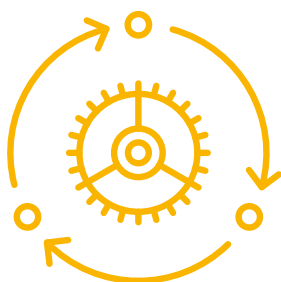
Keeping your internal stakeholders informed and supported through change is critical, and this requires strong, clear and sometimes compassionate writing.

This course covers essential techniques, including writing with empathy for your employees, achieving positive outcomes when delivering bad news and writing for different channels, such as intranet, instant messaging and email.

Tailored to your needs

We know that every organisation is different, so we make sure every course is unique too – and tailored to fit. That's why we'll consult with you before the course and tailor the materials using real examples of your 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

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 course, your team will learn how to:

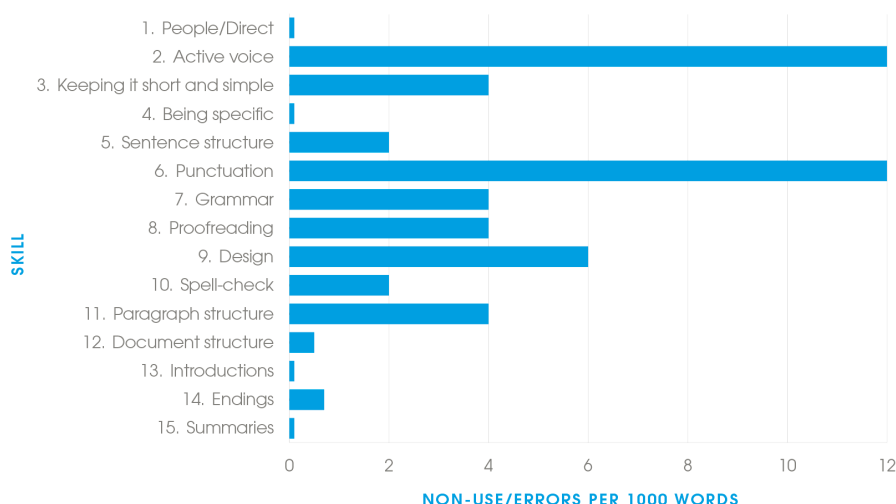
- ✓ understand the emotions employees experience when faced with change and tailor their writing accordingly
- ✓ remove ‘project speak’ and make content accessible and easy to read for all internal audiences
- ✓ build a logical structure for all change communications
- ✓ get key messages read by audiences at different levels within an organisation
- ✓ 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 internal 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:



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9.30	Introduction <ul style="list-style-type: none">☑ Welcome☑ Course overview Understanding the impact of change <p>Why good writing is key to managing change successfully</p> Having clear objectives
10.45	Break
	Developing a strategy for communicating change <ul style="list-style-type: none">☑ Knowing your audience☑ Agreeing key messages☑ Evaluating different communication channels Getting the tone right Creating a reader-friendly structure Showing empathy to those affected by change Building rapport quickly to create advocates for change
1.00	Lunch
	Achieving positive results through your writing <ul style="list-style-type: none">☑ Making it easy for the reader☑ Writing in plain English and using natural language☑ Avoiding misuse of jargon and technical terms☑ Being direct, concise and clear to create empathy
3.30	Break
	Essential business-writing skills <ul style="list-style-type: none">☑ Confident grammar and punctuation☑ Effective proofreading
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.

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your writing course today

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