

# Writing to influence policy

Course for companies

In person

**Who is it for?**

Any team who write to inform or advise policymakers or public bodies.

**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)



## Turning in-depth research into compelling reports that will inform and influence policymakers requires clear, concise and persuasive writing.

But an academic writing style and a failure to focus on the reader's needs can mean crucial recommendations end up lost in overlong and unstructured prose.

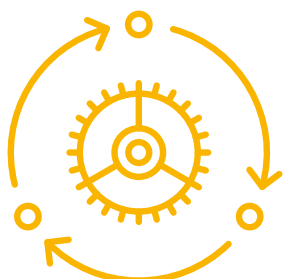
This doesn't have to happen with the reports your team produce.

We'll help your team to identify their key messages and the 'so what' factor in their reports, to give them the targeted impact they need to effect change. By profiling their audience and learning how to adapt their writing for their intended readers, your team will make sure their research and analysis will be understood – and acted on.

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### Tailored to your needs

We'll consult with you before the training and tailor the course using real examples of your documents and materials. This guarantees your team will find the training relevant and immediately applicable to the reports they have 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:

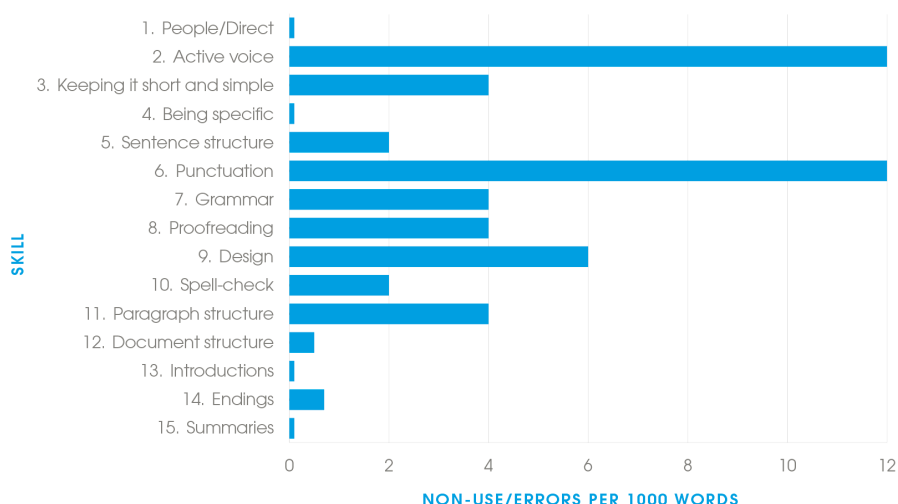
- ✓ identify compelling key messages and put recommendations up front
- ✓ strip out overly academic writing and adopt a succinct, punchy style
- ✓ write in clear, straightforward language suited to the intended readers
- ✓ plan and build an effective structure in order to inform
- ✓ structure a persuasive argument in order to influence
- ✓ know what to put in – and what to leave out – to make their case
- ✓ use graphics and data effectively to support the narrative
- ✓ write in a consistent voice, using your house style.



## 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 and course overview</b> <b>Why good writing makes a difference</b> <b>Reader-centred writing</b> <ul style="list-style-type: none"><li>Writing for different audiences: policymakers and the public</li></ul> <b>Having a clear objective</b> <b>Positioning your key messages</b>
10.45	<b>Break</b>
	<b>Turning research and analysis into compelling reports</b> <ul style="list-style-type: none"><li>Building a logical structure that flows</li><li>Developing a narrative</li><li>Guiding your reader</li><li>Writing to persuade</li><li>Answering the 'so what?'</li></ul> <b>Writing the executive summary</b> <b>Introductions and endings</b>
1.00	<b>Lunch</b>
	<b>Improving readability</b> <ul style="list-style-type: none"><li>Making your writing active</li><li>Writing in plain English</li><li>Structuring your sentences for easy reading</li><li>Being specific and direct</li></ul>
3.30	<b>Break</b>
	<b>Ensuring consistency of tone and style</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>

## 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)