

# Writing with empathy

Course for companies

In person

**Who is it for?**

Any team who write to customers via email, letters or social media, in any industry or sector.

**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:

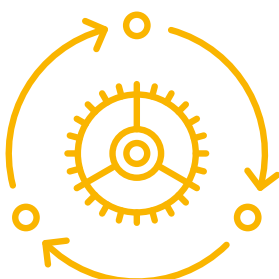
**+44 (0)1273 732 888****[info@writing-skills.com](mailto:info@writing-skills.com)**

## It's never been more important to show empathy in everything you write to your customers.

In times of uncertainty, writing with empathy can help you connect with your audience and grow their loyalty. On the flip side, we've all seen the damage unhappy customers can inflict online when they feel a company's communication lacked the human touch.

Luckily, empathy is a skill we can all learn and improve in. Doing so can help you turn customers into advocates, resolve more complaints first time and strengthen your business.

We'll help your team understand the importance of empathy. And they'll learn how to harness its power in their writing – in emails and letters, on social media, even in newsletters or marketing materials.



## Tailored to your needs

Your course will be unique to your organisation: we'll tailor the materials based on your goals, using real examples of your communications. This means your team will see exactly how to apply everything they learn to what they do every day.



‘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:

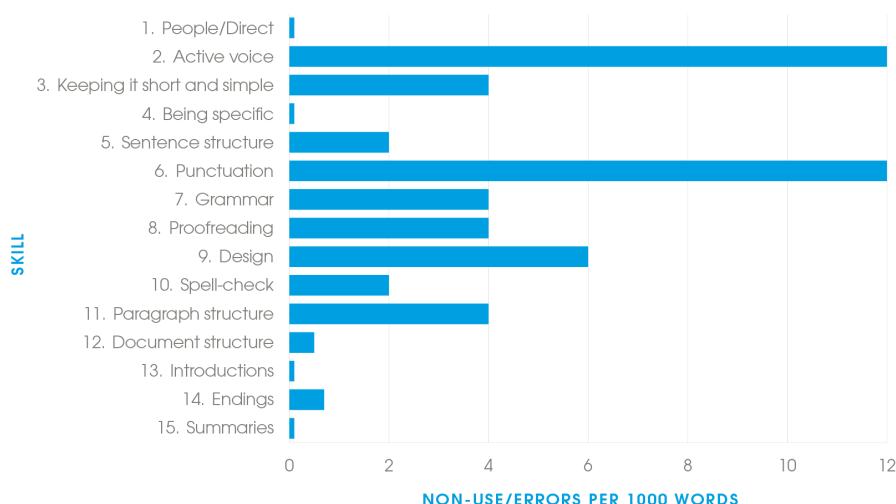
- ✓ always consider their reader’s perspective
- ✓ identify their objectives and key messages for any communication
- ✓ use empathy to connect with customers
- ✓ create clear and reader-focused writing
- ✓ easily build a logical structure in their customer communications
- ✓ consistently adopt an appropriate tone, such as when offering an apology
- ✓ work with any legal or compliance wording
- ✓ write clearer letters and emails that result in fewer escalations
- ✓ maintain professionalism with correct grammar and punctuation.



## 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>Emotional intelligence and writing with empathy</b> <b>A model for empathetic writing</b> <b>First steps in creating empathy</b> <ul style="list-style-type: none"><li>☑ Considering the reader's perspective</li><li>☑ Identifying reader-focused objectives</li><li>☑ Establishing your key messages</li></ul>
10.45	<b>Break</b>
	<b>Ways of showing empathy</b> <ul style="list-style-type: none"><li>☑ Creating a reader-friendly structure</li><li>☑ Apologising appropriately</li><li>☑ Dealing with legal and compliance wording</li><li>☑ Getting the tone right</li></ul> <b>Making your writing flow</b> <b>Making the most of email</b>
1.00	<b>Lunch</b>
	<b>Making it easy for the reader: writing clearly and concisely</b> <ul style="list-style-type: none"><li>☑ Writing in plain English and using natural language</li><li>☑ Avoiding ambiguity</li><li>☑ Being direct, concise and clear</li></ul>
3.30	<b>Break</b>
	<b>Confident grammar</b> <b>Perfect punctuation</b> <b>Effective proofreading</b> <b>Writing with empathy checklist</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)