

# Leading change through powerful communication

Course for companies

In person



## Who is it for?

Leaders and transformation teams responsible for driving or delivering organisational change programmes.

## Delivery

In person

## Participant numbers

Three people to your whole organisation. We train in groups of no more than ten, to make sure everyone gets individual attention.

## Course length

Flexible – we will adjust the timing and delivery around your needs.

## 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)

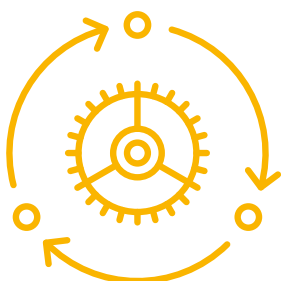


## Major change may happen for all the right reasons. But making it work is still often fraught with risk.

And success or failure is not all about picking the right strategy or system: even a perfect plan will falter if the people who need to implement it aren't on board. That's why good communication is critical.

The words you choose can make or break your change programme, whether it's a restructure, a merger or deploying new tech like AI. Get them right and stakeholders feel informed, reassured and ready to act. Get them wrong and even the best-laid plan will falter.

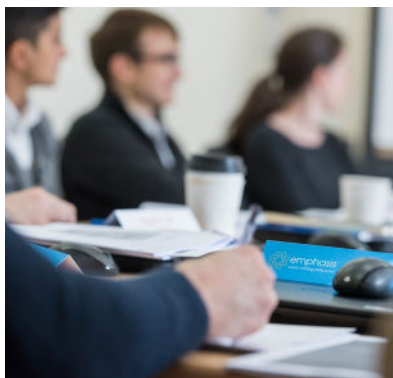
This course gives leaders the advanced skills to communicate in a way that builds trust. It will build their capability to calm nerves, handle uncertainty and keep key people aligned – even during periods of radical transformation.



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## Tailored to your needs

Your training will be unique to your organisation: we'll tailor the materials based on your goals and using real-life examples of your work documents. We can also adjust the schedule of the learning, whether a full day course or a series of focused modules, delivered separately, suits your team better.



'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 analysis identifies the areas each learner needs to work on.
  - ✓ Small-group training ensures each attendee gets individual attention.
  - ✓ Targeted materials and exercises built around your real-life communications makes the training practical, relevant and engaging.
  - ✓ One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
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## Learning objectives

On this training, your team will learn how to:

- ✓ write with clarity and credibility when the stakes are high
- ✓ speed up alignment and reduce misunderstanding
- ✓ match tone to the emotional context
- ✓ structure writing to reassure and guide
- ✓ communicate effectively across different roles and levels
- ✓ share difficult news with empathy and authority
- ✓ handle objections and negative reactions before they erode confidence
- ✓ shape the narrative for success while maintaining trust and transparency
- ✓ use AI tools (where possible) to test tone and explore alternative versions.

For your organisation, that means:

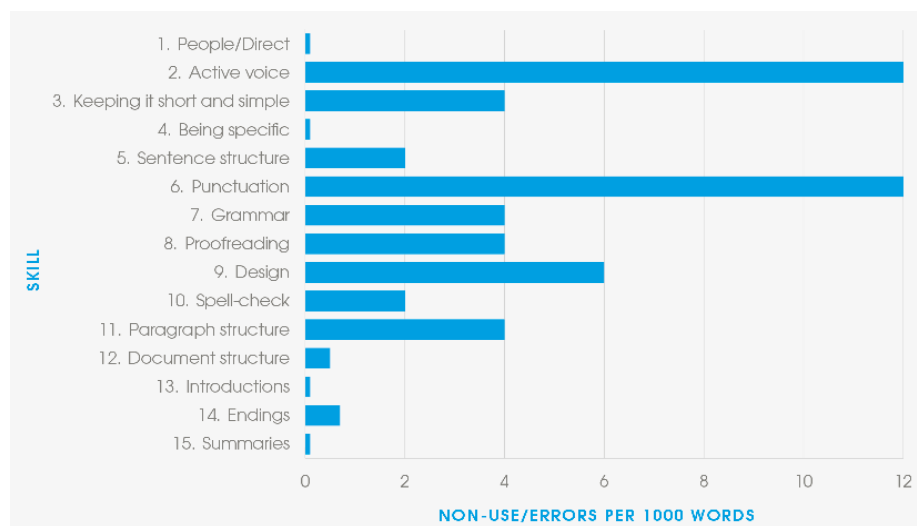
- ✓ faster buy-in and alignment on key initiatives
- ✓ reduced resistance and improved morale during uncertainty
- ✓ more consistent messaging from leaders at all levels
- ✓ reduced reputational risk from misjudged internal messaging
- ✓ fewer escalations to senior leaders triggered by miscommunication
- ✓ higher trust in leadership and the change process.



## 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

After the group training, 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:



Example programme

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9.30	<b>Introduction and course overview</b> <b>Understanding the impact of change (and why good communication is key to success)</b> <b>Having clear objectives</b>
10.45	<b>Break</b>
11.00	<b>Developing a strategy for communicating change</b> <ul style="list-style-type: none"><li>☑ Knowing your audience</li><li>☑ Agreeing key milestones</li><li>☑ Evaluating different channels</li></ul> <b>Getting the tone right</b> <b>Creating a reader-friendly structure</b> <b>Showing empathy to those affected by change</b> <b>Building rapport to create advocates</b> <b>Addressing difficult situations</b> <ul style="list-style-type: none"><li>☑ Handling objections and negative reactions</li><li>☑ Maintaining trust and transparency</li></ul>
1.00	<b>Lunch</b>
1.45	<b>Achieving best results with better writing</b> <ul style="list-style-type: none"><li>☑ Making it easy for readers</li><li>☑ Using natural language and plain English</li><li>☑ Making helpful use of technical terms</li><li>☑ Being direct and clear to create empathy and trust</li></ul>
3.30	<b>Break</b>
4.00	<b>Shaping your narrative</b> <b>Communicating across roles and levels</b> <b>Using AI tools to improve efficiency</b> <ul style="list-style-type: none"><li>☑ Testing tone and messaging variations</li><li>☑ Keeping the human element</li></ul>
5.15–5.30	<b>Summary and close</b>

## Optional extras

### 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.

### Targeted seminars

Create a shared identity and understanding in the wider organisation with bespoke seminars or webinars focusing on key elements of your change programme.

Get in touch to discuss  
your course today

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