

## TheKingsFund>

# Tailored treatment means healthier writing at The King's Fund

### Sector

Charity

### Area of training

High-impact writing

### Delivery

Bespoke in-person training courses

### Delegates

100+

### The challenge

Strengthening writing quality, clarity and consistency, without stifling the necessary differences in writing style between departments.

### The solution

In-person tailored training courses accommodating the eclectic needs of different departments.

### The results

Staff who are more confident planning and drafting effective documents and happy to share and receive feedback.

When you're dealing with major issues such as healthcare policy, NHS management and leadership development, focusing on the writing can seem trivial in comparison. But Emphasis helped staff at The King's Fund to see that improving their writing skills would strengthen their ability to bring about major change.

The King's Fund is a charity that examines how the health system in England can be improved. It uses that insight to shape policy, transform services and change behaviour.

### Consistency, not conformity

The organisation has several departments that produce written material, with varying styles and audiences.

'The policy department, for example, writes for a more academic market and for policy makers, but also increasingly for senior healthcare managers, to help them to interpret and implement policy,' says Publishing Manager Mary Jean Pritchard. 'The leadership department, however, is focusing on personal development and uses language that reflects that.'

The organisation wanted to improve the overall quality of writing and adherence to house style while keeping these individual styles intact. So Emphasis designed a course specifically with this in mind.

'We chose Emphasis because they really "got it" – from the writing samples we provided, they really understood exactly what we needed and what our issues were.'

Mary Jean Pritchard, Publishing Manager,  
The King's Fund



### It's all in the delivery

Over the course of a year, Emphasis delivered the training to almost 100 staff, who represented all departments.

'Most of the training was done by the same two trainers, which was really helpful, because they got an overall grasp of the requirements of different departments, as well as the varying abilities,' explains Mary Jean. 'The quality of the personal interaction in the sessions was at least as important as the content of the programme. The trainers definitely won over people who perhaps hadn't gone into the session feeling very positive about it.'

Following the training, staff are more aware of how to plan their writing and communicate clearly, and are also more accepting of feedback from colleagues.

'The feedback was so positive that senior management decided to run ongoing sessions for new staff,' says Mary Jean.

### Why Emphasis?


The King's Fund chose Emphasis as their training partner because they felt we understood the organisation's specific needs. 'We chose Emphasis because they really "got it" – from the writing samples we provided, they really understood exactly what we needed and what our issues were,' says Mary Jean.

'We also valued their professionalism, including their track record with similar organisations, and liked the fact that they were able to tailor the programme to meet our specific needs.'

'The quality of the personal interaction in the sessions was at least as important as the content of the programme. The trainers definitely won over some people who perhaps hadn't gone into the session feeling very positive about it.'

Mary Jean Pritchard, Publishing Manager, The King's Fund

## 5 reasons to choose Emphasis



#### 1. Over 25 years' experience

We've helped improve writing and communications skills for over 80,000 delegates and we've worked with over 1,000 companies – including many just like yours.

#### 2. Unique pre-course analysis

Using our unique method, we analyse the writing of every attendee before training, so our trainers have a solid understanding of each person's writing issues from the start.

#### 3. Full course customisation

Our specialist course developers work hard to create a programme that's customised exactly to the problems your team are facing.

#### 4. Post-course support

All delegates have access to our dedicated helpdesk for a year after their course, and we'll send them free tips and resources by email.

#### 5. Our expert trainers

We only recruit trainers who have a strong background in professional writing and communications – and who are able to unfailingly deliver exceptional courses.

Get in touch with our team: call +44 (0)1273 732 888 or email [info@writing-skills.com](mailto:info@writing-skills.com)