



Streamlining the writing process and speaking with one voice at Suez Environnement Group

Sector

Services, retail and consumer goods

Area of training

Bid writing

Delivery

In-person bespoke training and follow-up coaching

Delegates

30

The challenge

An inefficient writing process and difficulty creating a consistent voice that reflected their core writing values.

The solution

Tailored team bid-writing training and follow-up one-to-one coaching sessions.

The results

A unified team voice, a streamlined bid-writing process, and less time spent writing and reviewing.

One of the biggest challenges with bid-writing is that there are often multiple contributors involved, which can make it difficult to maintain a unified voice.

Recycling and Waste Recovery UK of Suez Environnement Group (formerly SITA UK) recognised that this was an issue for them – so they called Emphasis in to help.

The organisation works with businesses and local authorities to reduce the impact of waste on the environment. They regularly compose large bids that require input from various areas of the company.

Shared core writing values

Clarke O'Gara, Assistant PPP Project Manager, contacted Emphasis for help with managing multiple contributions.

'The main purpose of our department is to compose very large bids that include elements from the technical side to the more creative,' he says. 'As these are written by different people in different departments, we were struggling to maintain a consistent voice. What we wanted was to make sure that at least our core people had the same core writing values.'

'I chose Emphasis because it had a specific tender-writing course, and when I phoned up to enquire, Sales Director Tom Wilde immediately diagnosed exactly the problems we were having and knew how to treat them.'

'We're spending much less time writing and much less time reviewing, and the overall process is much quicker than before.'

Clarke O'Gara, Assistant PPP Project Manager
Suez Environnement Group



A sleeker operation

Emphasis ran a one-day bid, tender and sales-proposal writing course, specifically tailored to the company. It was structured in two parts: the first focusing on planning, the second on technique.

'That structure was really helpful, because it reminds you to plan effectively before you start writing,' explains Clarke.

Reinforcing the learning

A few weeks after the course, the trainer returned to hold a follow-up coaching clinic with each delegate, having analysed fresh writing samples to monitor their progress.

'The clinic was really helpful for reinforcing the overall messages,' says Clarke. 'It was great to see Jack again and to have a consolidation of the overall course.'

The business development effect


The training has made a big difference within the department, streamlining the bid-writing process and cutting down the time spent reviewing and revising.

'We're planning more carefully before the pen hits the paper,' says Clarke. 'We're spending much less time writing and much less time reviewing, and the overall process is much quicker than before.'

'The Emphasis training course we attended was outstanding. It's enabled our bid writing to be far more direct and effective, and helped us to find a more unified voice.'

Kim Shaw, Development Support Manager
Suez Environnement Group

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