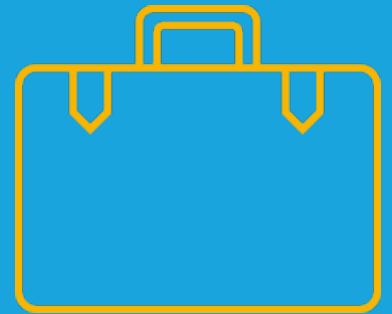


# Business-case writing course

Course for companies

In person

**Who is it for?**

Any team writing to persuade readers to buy, sell, sign off or agree to a project.

**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 sad but true: many good ideas go to waste simply because they don't get the attention they deserve.**

Getting this attention in the business world comes down to writing a good business case. And if you find that ideas from your department often miss out on funding, you may have traced it back to problems in your own team's business cases.

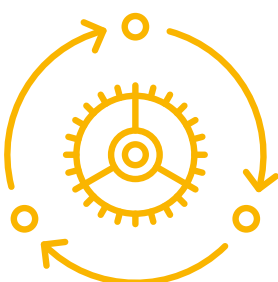
Their documents may lack a logical structure, making decision-makers work too hard to piece together what's actually being said. Perhaps they don't clearly signpost their recommendations. Or they could simply fail to get to the point, losing their main message in overly long justifications.

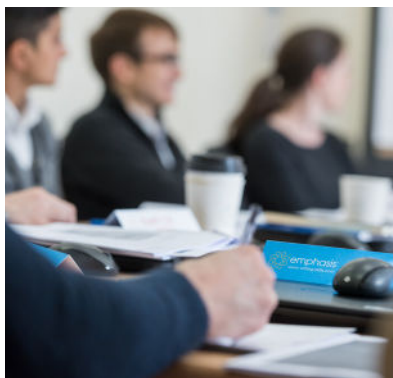
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## Tailored to your needs

A persuasive, easy-to-follow business case will communicate ideas clearly – which ultimately means more cases getting the thumbs up.

This course is designed to help teams who write business cases for internal decision-makers – such as board members, senior managers and department heads – do just that. And we'll tailor the training content to your organisation, challenges and goals, making the learning even more powerful.





'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

Our business-case writing training focuses on practical, actionable writing advice for your team, including how to:

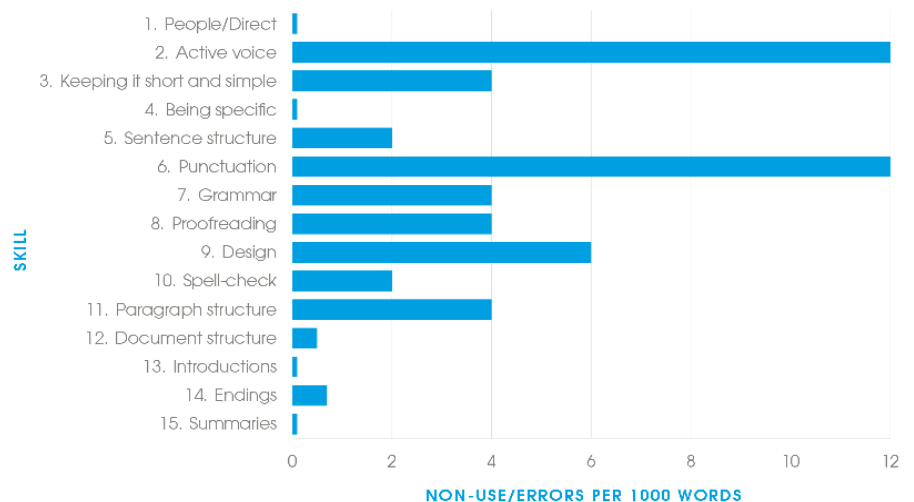
- ✓ construct a powerful argument that puts forward the very strongest case for your team's idea
- ✓ establish a need for what your team are proposing – leaving decision-makers in no doubt about why the case deserves their full attention
- ✓ effectively promote the benefits of their project, ensuring there are no key arguments missing from their final document
- ✓ write reader-centred proposals and business cases – preventing them from writing anything decision-makers won't read or understand
- ✓ leave a positive final impression
- ✓ use correct grammar and punctuation – keeping readers from paying more attention to their errors than to the substance of their case.



## 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</b> <ul style="list-style-type: none"><li>☑ Welcome</li><li>☑ Course overview</li></ul> <b>Thinking about different readers' needs</b> <b>Establishing clear objectives</b> <b>Identifying your key messages</b>
10.45	<b>Break</b>
	<b>Building a persuasive argument</b> <ul style="list-style-type: none"><li>☑ Assembling the facts</li><li>☑ Defining the opportunity or problem</li><li>☑ Assessing the way forward</li><li>☑ Addressing different readers' needs</li><li>☑ Making the proposal flow</li></ul> <b>Intros and endings</b> <ul style="list-style-type: none"><li>☑ Writing an effective executive summary</li><li>☑ Creating a positive last impression</li></ul>
1.00	<b>Lunch</b>
	<b>Writing with impact</b> <ul style="list-style-type: none"><li>☑ Being direct</li><li>☑ Making your writing active</li><li>☑ Avoiding inappropriate jargon</li><li>☑ Being concise</li><li>☑ Structuring clear sentences</li></ul>
3.30	<b>Break</b>
	<b>Using layout to draw in the reader</b> <b>Ensuring there are no mistakes</b> <ul style="list-style-type: none"><li>☑ Perfect punctuation and grammar</li><li>☑ 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)