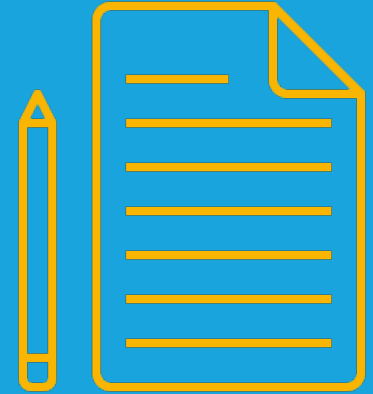


# Effective business reports **with AI** ✨

Course for companies

Live online

In person



#### Who is it for?

Any teams that write reports of any kind, who want to write with more efficiency and confidence.

#### Delivery

Live online or in person

#### Participant numbers

Three 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 – 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)**

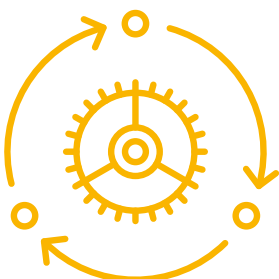


## Decisions, investments and reputations hinge on business reports.

Whether it's an internal update for leadership, a research summary for stakeholders or a consultant's recommendation for a client, an unclear report can derail progress.

Too often, crucial messages are buried in disorganised structure and needless detail, slowing decision-making and undermining credibility. And while AI tools can speed up production, careless use can lead to dense, generic text and even critical errors.

This course gives your team the tools to plan, structure and write reports that are clear, concise and compelling, no matter the audience. They'll learn to guide readers through a logical flow of information, make insights stand out and apply AI tools mindfully throughout – to speed up the writing process without compromising quality.



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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 reports. 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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## Getting the best from AI

AI's power is undeniable, and it is advancing all the time. Those not using it risk falling behind, even becoming obsolete. But poor use of AI risks producing generic, forgettable and even error-filled work. Worse still, we face the danger of losing touch with our subject and the vital skill of critical thinking.

We want to get the best from AI, not let AI get the best of us.

That's why on this course, you'll learn specific, practical guidance on using AI tools to create better thinking *and* better work. We always start with a foundation of what makes writing truly effective – because it's only by knowing what 'good' looks like that you can make the most of AI to help you get there.

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## Why our training works

- ✓ Pre-course analysis identifies the areas each learner needs to work on.
- ✓ Small-group training ensures each attendee gets individual attention.
- ✓ Targeted exercises keep learners engaged and able to practise techniques immediately, with resources and AI prompt libraries to keep for reference.
- ✓ One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
- ✓ Both our in-person and remote sessions are tailored to the delivery method, which means engaging learning and real results, whichever option you choose.

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## Learning objectives

On this training, your team will learn how to:

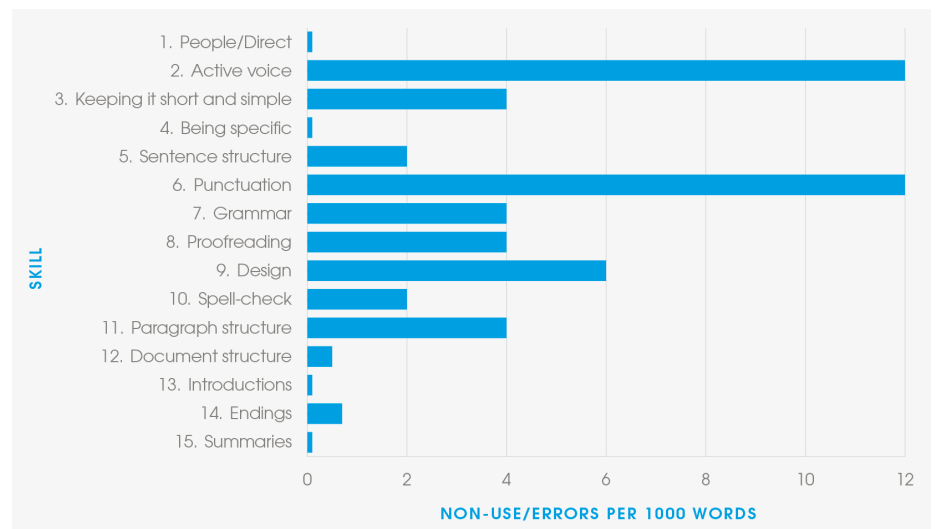
- ✓ set a clear objective
- ✓ plan effectively – with and without AI
- ✓ build a logical structure, helping them communicate ideas clearly and succinctly
- ✓ write reports that their readers will want to read – so their hard work won't go to waste
- ✓ identify what to put in and leave out, retaining crucial information and leaving out unnecessary detail
- ✓ use an appropriate level of language for their readers
- ✓ write in your organisation's tone of voice
- ✓ use AI tools strategically throughout – balancing efficiency with human judgement.



## Individual analysis and coaching

Every attendee's writing style is a unique mix of strengths, weaknesses and blind spots. That's why expert human analysis is a core part of our training. It turns useful techniques into practical habits that improve how clearly and confidently each person communicates.

Before the live training, we request a writing sample from each participant. The expert trainer will analyse each sample using our proprietary diagnostic tools and their own deep understanding of the subject. We then produce a graph of the results.



Gap analysis: every participant receives targeted feedback

As part of the 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 how to put their new skills into practice, with support from AI, 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 that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or online learning. We can also deliver this course in discrete micro sessions.

**Contact us to discuss the best blended programme for your team.**

Trusted by over 1,000 organisations worldwide, including:



Example in-person programme

# Effective business reports with AI



Course for companies

In person

9.30	<b>Introduction</b> <ul style="list-style-type: none"><li>☑ Welcome and course overview</li></ul> <b>Why good writing pays off</b> <ul style="list-style-type: none"><li>☑ ✦ How (and why) to partner with AI tools</li></ul> <b>Putting the reader first and clarifying your objective</b> <ul style="list-style-type: none"><li>☑ ✦ Filling knowledge gaps with AI</li><li>☑ ✦ Testing your message</li></ul>
10.45	<b>Break</b>
	<b>Getting started</b> <ul style="list-style-type: none"><li>☑ ✦ Brainstorming and planning – with and without AI</li><li>☑ Assembling the facts</li></ul> <b>Creating a logical structure</b> <ul style="list-style-type: none"><li>☑ Identifying the best structure</li><li>☑ Making the information flow</li><li>☑ Meeting (all) readers' needs</li><li>☑ ✦ Balancing AI efficiency and your own insight</li></ul> <b>Intros and endings</b> <ul style="list-style-type: none"><li>☑ Grabbing attention and ending with impact</li></ul> <b>The all-important executive summary</b> <ul style="list-style-type: none"><li>☑ Making summarising a superpower</li><li>☑ ✦ Drafting and reviewing</li></ul>
1.00	<b>Lunch</b>
	<b>Improving readability</b> <ul style="list-style-type: none"><li>☑ Understanding what makes writing work</li><li>☑ ✦ Prompts to support reader-centred writing</li><li>☑ Keeping the human element</li></ul>
3.30	<b>Break</b>
	<b>Designing for impact</b> <b>Dazzling with data</b> <ul style="list-style-type: none"><li>☑ Telling a meaningful story</li><li>☑ ✦ Visualising data</li></ul> <b>Checking and finalising</b>
5.15–5.30	<b>Summary and close</b>

## Optional extras

### 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.

Example remote programme

# Effective business reports with AI



Course for companies

Live online

## Day 1

9.30–12.30

### Effective planning and structure

#### Introduction

- 🕒 Welcome and course overview

#### Why good writing pays off

- 🕒 ⚡ How (and why) to partner with AI tools

#### Putting the reader first and clarifying your objective

- 🕒 ⚡ Filling knowledge gaps with AI
- 🕒 ⚡ Testing your message

#### Getting started

- 🕒 ⚡ Brainstorming and planning – with and without AI
- 🕒 Assembling the facts

#### Creating a logical structure

- 🕒 Identifying the best structure
- 🕒 Making the information flow
- 🕒 Meeting (all) readers' needs
- 🕒 ⚡ Balancing AI efficiency and your own insight

#### Intros and endings

- 🕒 Grabbing attention and ending with impact

#### The all-important executive summary

- 🕒 Making summarising a superpower
- 🕒 ⚡ Drafting and reviewing

## Day 2

9.30–12.30

### Efficient, reader-friendly writing

#### Introduction

- 🕒 Recap of day one

#### Improving readability

- 🕒 Understanding what makes writing work
- 🕒 ⚡ Prompts to support reader-centred writing
- 🕒 Keeping the human element

#### Designing for impact

#### Dazzling with data

- 🕒 Telling a meaningful story
- 🕒 ⚡ Visualising data

#### Checking and finalising

- 🕒 ⚡ Making AI your own personal editor
- 🕒 ⚡ Avoiding errors and hallucinations

13.30–17.00

### Individual coaching and analysis feedback

## 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 course today

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