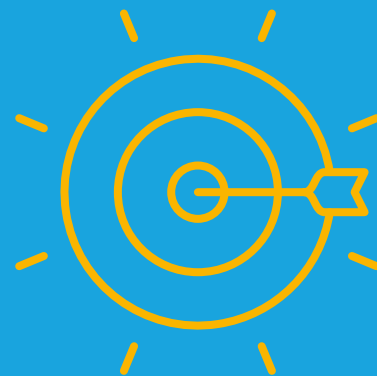


High-impact business writing **with AI** ✨

Course for individuals

Live online

**Who is it for?**

Ideal for anyone who wants to write with more confidence and efficiency – whatever you typically write at work.

Delivery

We deliver this course live online.

Group size

This is small-group remote training, with a maximum of eight delegates per course.

Course length

One day

Pricing

£495+VAT. [Book online](#) or contact us:

+44 (0)1273 732 888

info@writing-skills.com



Now with post-course e-learning support worth
£150

Most of our communication at work now happens in writing. Is yours making the impact you want it to?

From reports to strategy documents, emails to instant messages, the written word is what we use to drive action, express our expertise and progress our careers. Finely tuned business-writing skills give you a real advantage when you need to get people to sit up and take notice.

In this intensive, practical session, we'll show you how to produce effective business writing quickly, to give your documents and messages the edge in crowded inboxes.

You'll discover how to make the most of AI tools – using them strategically to supercharge each step, without losing the human element.

You can apply the methods we teach to whatever you write: reports, emails, procedures, proposals, letters and more. We design the learning process to ensure the training feels directly relevant and that you have the follow-up support you need to apply what you've learned when you're back at your desk.



'Really fantastic course – very informative and varied. The course flew by, and it was instantly applicable to my day to day.'

Maddie Gale, Uber

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 our training provides you with 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.

Why it works

- ✓ Pre-course writing analysis identifies the areas to work on that will help you the most.
- ✓ Small-group training ensures everyone gets individual attention from the trainer.
- ✓ Use of breakout rooms, live polling and activities, shared whiteboards and other tools creates an interactive and collaborative experience.
- ✓ One-to-one coaching shows you where to focus and how to quickly put the right techniques into practice to create rapid improvements.
- ✓ Post-course access to our e-learning programme reinforces and builds on what you've learned.

What you'll learn

On this training, you will learn how to:

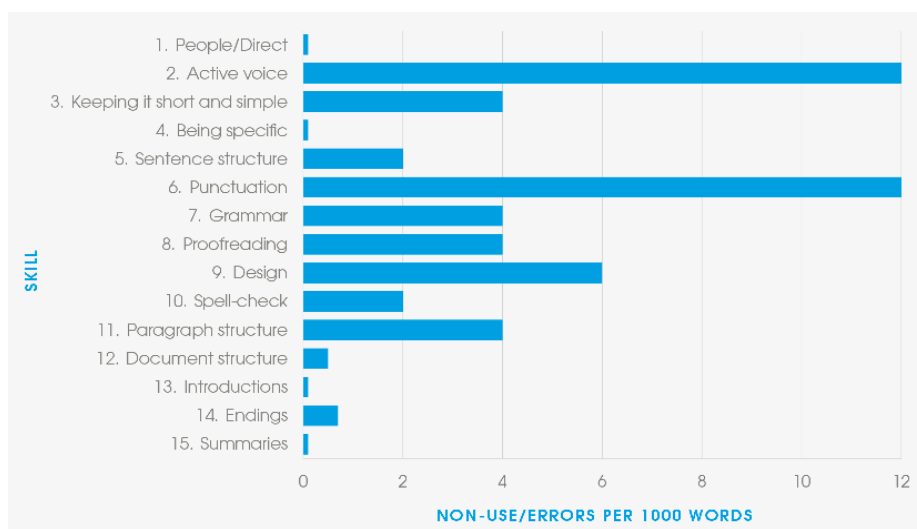
- ✓ set a clear objective
- ✓ plan effectively – with and without AI
- ✓ build a logical structure
- ✓ identify key messages and express them clearly
- ✓ choose an appropriate style
- ✓ establish and build rapport
- ✓ keep readers reading
- ✓ write and edit with confidence
- ✓ construct sound, clear sentences
- ✓ be sure of your grammar and punctuation
- ✓ leave a positive last impression
- ✓ use AI tools mindfully 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.

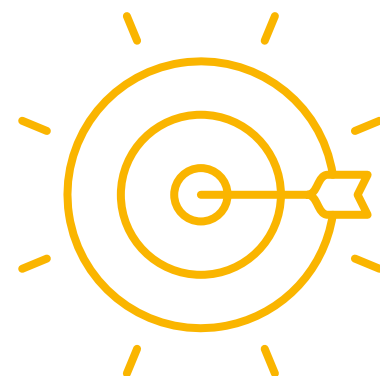
Trusted by over 1,000 organisations worldwide, including:



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Follow-up support

Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to build on and reinforce the learning.

Business-writing helpdesk

We're on hand to help with those quick questions that come up as you put the techniques you've learned into practice.

9.30	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
10.30	Break
	Getting started ☑ ✨ Overcoming writer's block (with prompts to help) ☑ Assembling the facts Writing effective letters and email ☑ ✨ Structuring and summarising Building a persuasive argument ☑ ✨ Collaborating on structure ☑ ✨ Testing your proposal Structuring longer documents ☑ ✨ Brainstorming and planning – with and without AI ☑ Making the information flow Intros and endings ☑ Grabbing attention and ending with impact ☑ ✨ Drafting and reviewing
12.00	Lunch
	Improving readability ☑ Recognising writing that works ☑ ✨ Prompts to support reader-centred writing ☑ Keeping the human element
1.30	Break
	Confident grammar and punctuation Effective proofreading ☑ ✨ Making AI your own personal editor ☑ ✨ Avoiding errors and hallucinations
3.15–3.30	Summary and close