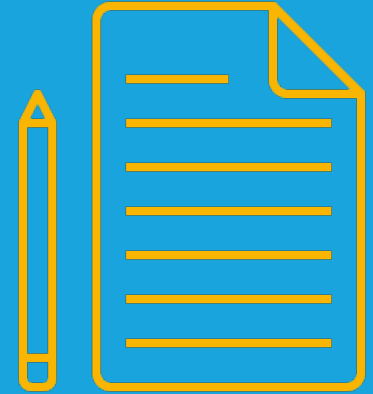


Effective business reports **with AI** ✨

Course for individuals

Live online

**Who is it for?**

Ideal for anyone who writes any kind of report and wants to write with more confidence and efficiency.

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

Decisions, investments and reputations hinge on business reports.

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

If we're not sure how to plan and structure effectively, crucial messages can be buried in disorganised structure and needless detail. This tends to slow decision-making and risks undermining your credibility. And while AI tools can speed up production, careless use can lead to dense, generic text and even critical errors.

This course will give you the tools to plan, structure and write reports that are clear, concise and compelling, no matter the audience. You'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.



'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:

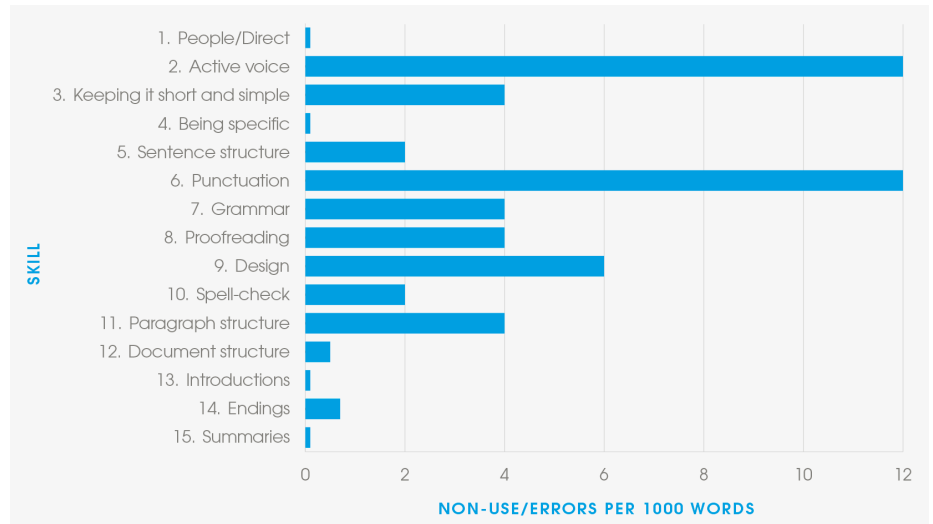
- ✔ set a clear objective
- ✔ plan effectively – with and without AI
- ✔ build a logical structure, helping you to communicate ideas clearly and succinctly
- ✔ write reports that your readers will want to read – so your hard work won't go to waste
- ✔ identify what to put in and leave out, retaining crucial information and leaving out unnecessary detail
- ✔ use an appropriate level of language for your 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.

Trusted by over 1,000 organisations worldwide, including:



Effective business reports with AI



Course for individuals

Live online

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 <ul style="list-style-type: none">🕒 Welcome and course overview Why good writing pays off <ul style="list-style-type: none">🕒 ✨ How (and why) to partner with AI tools Putting the reader first and clarifying your objective <ul style="list-style-type: none">🕒 ✨ Filling knowledge gaps with AI🕒 ✨ Testing your message
10.30	Break
	Getting started <ul style="list-style-type: none">🕒 ✨ Brainstorming and planning – with and without AI🕒 Assembling the facts Creating a logical structure <ul style="list-style-type: none">🕒 Identifying the best structure🕒 Making the information flow🕒 Meeting (all) readers' needs🕒 ✨ Balancing AI efficiency and your own insight Intros and endings <ul style="list-style-type: none">🕒 Grabbing attention and ending with impact The all-important executive summary <ul style="list-style-type: none">🕒 Making summarising a superpower🕒 ✨ Drafting and reviewing
12.00	Lunch
	Improving readability <ul style="list-style-type: none">🕒 Understanding what makes writing work🕒 ✨ Prompts to support reader-centred writing🕒 Keeping the human element
1.30	Break
	Designing for impact Dazzling with data <ul style="list-style-type: none">🕒 Telling a meaningful story🕒 ✨ Visualising data <ul style="list-style-type: none">🕒 ✨ Checking and finalising
3.15–3.30	Summary and close