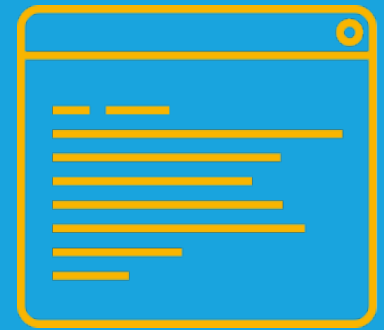


Effective email writing **with AI** ✨

Course for companies

Live online

In person



Who is it for?

Any team that write emails at work and want to learn how AI can help to make them even more efficient and effective.

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



Despite spending anywhere from 20 to 40 per cent of our work lives on email, it often fails to be the effective tool it should be.

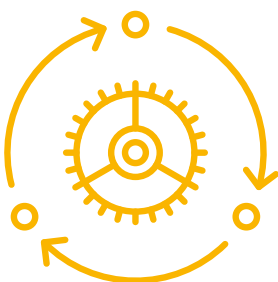
From overlong, poorly structured messages to misjudged tone or confusing wording, the result is lost time and needless stress for both writers and recipients.

And while AI tools offer real efficiency gains, it's crucial to know both their strengths and their weaknesses – to keep errors and hallucinations out of our messages, while holding on to the human touch.

This course will show your team how to produce clear, reader-focused messages, making the most of AI to save time and always hitting 'Send' with confidence.

Tailored to your needs

We can tailor the materials based on your goals and using real-life examples and scenarios from your emails. This means you can be sure your training will be unique and relevant to your team. We can also adjust the schedule of the learning, whether a 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

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.

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.

Learning objectives

On this training, your team will learn how to:

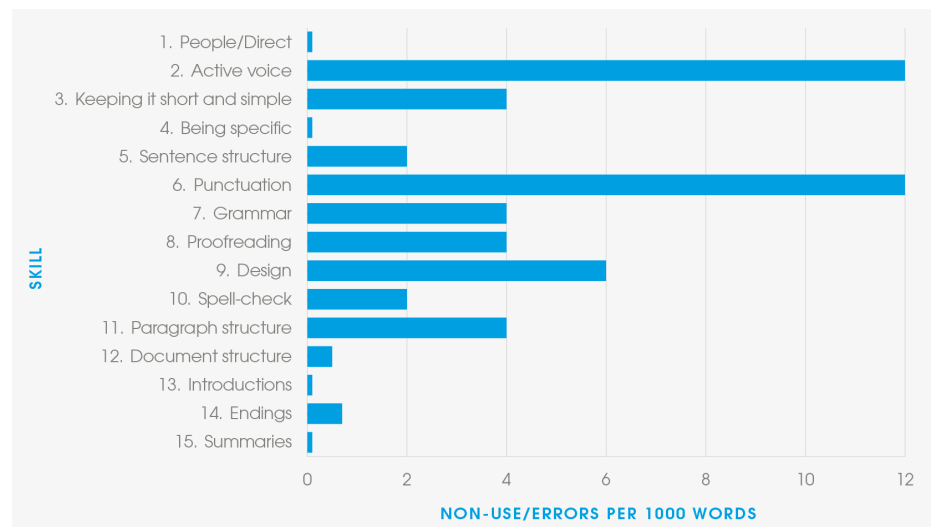
- ✔ begin and end emails professionally
- ✔ set a clear objective
- ✔ consider their audience
- ✔ structure emails logically
- ✔ write clearly and succinctly
- ✔ get the reader on-side from the beginning
- ✔ communicate their messages effectively – first time
- ✔ avoid including embarrassing mistakes or AI hallucinations
- ✔ know when email isn't the best solution
- ✔ 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.



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 email writing with AI

Course for companies

In person



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">☑ Identifying your who and why☑ ✦ Filling knowledge gaps with AI
10.45	Break
	Planning email and longer documents <ul style="list-style-type: none">☑ ✦ Brainstorming and planning – with and without AI☑ Assembling the facts☑ Making the information flow☑ Building a logical structure☑ ✦ Drafting and reviewing Persuasive writing and prompting action <ul style="list-style-type: none">☑ Four steps to a compelling case☑ ✦ Using AI as your sounding board
1.00	Lunch
	Improving readability <ul style="list-style-type: none">☑ Recognising writing that works☑ ✦ Prompts to support reader-centred writing☑ Keeping the human element
3.30	Break
	Ensuring accuracy <ul style="list-style-type: none">☑ ✦ Making AI your own personal proofreader☑ ✦ Avoiding errors and hallucinations Email do's and don'ts <ul style="list-style-type: none">☑ Email etiquette☑ ✦ AI inbox efficiency
5.15–5.30	Summary and close

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.

Example remote programme

Effective email writing with AI

Course for companies

Live online



9.30–12.30

Efficient, reader-focused emails

Introduction and course overview

Planning an email with the recipient in mind

- ☺ Putting the reader first
- ☺ ✦ Filling gaps in your knowledge

Getting the reader to take (the right) action

- ☺ Creating a logical structure for your messages
- ☺ ✦ Using AI as your sounding board

Improving readability

- ☺ Recognising writing that works
- ☺ ✦ Prompts to support reader-centred writing
- ☺ Keeping the human element

Getting the tone right

Avoiding sending mistakes

- ☺ ✦ Making AI your own personal proofreader
- ☺ ✦ Avoiding errors and hallucinations

Email do's and don'ts

- ☺ Email etiquette
- ☺ ✦ AI inbox efficiency

13.30–17.00

Individual coaching and analysis feedback

Optional follow-up

Comprehensive e-learning

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Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert

Get in touch to discuss your course today

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Email: info@writing-skills.com