



High-impact business writing course

Have you noticed that your team become different people when they write?

Perhaps they suddenly become needlessly formal, sprinkling their writing with 'thereby's and 'myself's. Or maybe they let their professionalism slip by making simple errors, like using 'their' where they should use 'they're'. Or they could simply fail to communicate key messages, instead filling up documents with meaningless waffle.

Fixing common problems

It's problems like these that we designed this course to fix. It will give your team a complete grounding in all areas of professional writing, whatever they write – whether that's day-to-day emails, management reports or customer letters.

Your course will be unique to your organisation: we'll take samples of what your team write before the course, to make sure they can see exactly how to apply everything they learn to what they do.

Long-term skills

The end result will be lasting improvements in everything your team write. They'll stop turning into different people every time they put their fingers to the keyboard – and you'll stop spending your time worrying about their writing.

Who is it for?

Simply put, the techniques on this course will benefit anyone who has to write anything at work. The trainer will pitch the course according to the writing level and confidence of the participants.

What does the programme include?

A face-to-face one day training course is standard. However, we can adapt the course for shorter or longer sessions as required.

Your team will also have complete access to weekly online lessons as part of our follow-up programme, Emphasis 360. This will allow your team to recap the techniques they covered in the course – and learn new ones.

Numbers, pricing and venue

We can train four people up to an entire organisation. (Please ask about our open courses if you only need to train one to three people.)

The cost of the course varies depending on how many people you're looking to train. If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email info@writing-skills.com.

Our trainers are based in the UK, but we train globally. Wherever you are in the world, we'll run our course on your premises. (We can also train remotely via WebEx.)

All our courses come with a 30-day money back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

Learning objectives

Your team will learn how to:

- set a clear objective
- build a logical structure
- get their key messages across
- choose an appropriate style
- establish and build rapport
- keep readers reading
- make their writing more readable
- write confidently and clearly
- construct sound, clear sentences
- use punctuation logically and helpfully
- be sure of their grammar
- leave a positive last impression.

Course programme

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9.30 Introduction

- Welcome
- Course overview
- Why good writing pays off
- Putting the reader first
- Having a clear objective

10.45 Coffee

- Building a persuasive argument
- Getting started
 - Overcoming writer's block
 - Assembling the facts
- A logical structure
 - Making the information flow
 - Meeting (all) readers' needs
- Intros and endings
 - Building rapport quickly
 - Making endings memorable

1.00 Lunch

- Improving readability
 - Reader-centred writing
 - Make your writing active
 - Writing in plain English
 - Structuring your sentences for easy reading

3.30 Tea

- Effective letters
- Making the most of email
- Confident grammar
- Perfect punctuation

Summary

5.30 Close

Get your documents read: discover how to grab your readers and keep them reading