



High-impact business writing course

Do your team become different people when they write?

Perhaps they suddenly become needlessly formal, sprinkling their writing with 'thereby's and 'herein'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.

People today are busier than ever. This means writing that gets its message across effectively has never been more crucial. After all, time spent on writing that fails to do this is time – and money – wasted.

Fixing common problems

That's why we created this course. In this intensive, practical session, your team will get a complete grounding in all areas of professional writing, whatever they typically write – whether that's emails, management reports or customer letters.

Your course will be unique to your organisation: we'll tailor the materials based on real-life examples you supply. This means your team will be able to 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?

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.

We'll also analyse a sample of each delegate's writing before the course and produce a graph of the results, showing both strengths and areas that need work. The trainer will talk through the results with delegates individually during the course, giving them targeted feedback that means they can focus on their problem areas and make rapid improvements.

Numbers, pricing and venue

We can train any number, including an entire organisation. (Please ask about our open courses if you only need to train one or two people.)

We train in small groups of no more than ten, to make sure everyone gets the individual attention they need.

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

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.

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.

Reinforce the learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and continued practice. So you have the option to enrol your team in our online programme, Emphasis 360. Through short weekly lessons, your team will be able to reinforce and build on everything they learned on the course.

You could also choose to run a coaching clinic: a follow-up day of individual coaching sessions based on a second writing analysis from each delegate. These one-to-ones give the trainer and delegates a chance to identify and target any ongoing problem areas.

Contact us to discuss building the programme that's best for your team.

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

- Getting started
 - Overcoming writer's block
 - Assembling the facts
- Writing effective letters and email
- Building a persuasive argument
- Structuring longer documents
 - Making the information flow
- 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

- Confident grammar
- Perfect punctuation
- Effective proofreading

Summary

5.30 Close

Getting your team's documents read: how to grab readers and keep them reading