



Business writing for apprentices

Investing in apprentices can bring vital fresh talent and energy into your organisation. And for UK companies, the apprenticeship levy means that recruiting and training talented apprentices makes more sense now than ever.

That's why we've collaborated with some of our clients to develop a business-writing skills course especially for apprentices.

Translating technical ability

All too often, we find that apprentices have a range of great technical ability but don't have the experience of writing in a business environment.

They need the confidence to apply their traditional writing skills in a more professional way, particularly when they may be writing to audiences they are not familiar with.

That's exactly what we've designed this course to deliver. It will give your apprentices a complete grounding in all areas of professional writing, whatever they write – whether that's day-to-day emails, management reports or customer letters.

And to make sure the course is truly relevant to your organisation, we'll tailor the materials using real-life document examples you supply.

Who is it for?

This course is aimed at any apprentice in your organisation who has to write in a professional environment.

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, venue and pricing

We can train any number, including an entire organisation. (Please ask about our courses for individuals 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

On a typical one-day course, your apprentices will learn how to:

- get their document's key messages across – without pointless waffle
- avoid making grammar and punctuation errors
- build a logical structure into any document, from proposals to emails, letters to reports
- understand the crucial fundamentals of effective document design
- get writing and claw back time lost to writer's block
- match their tone and level of language precisely to their readers
- bring a new level of confidence to their writing.

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.

Course programme

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9.30 Introduction

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

10.45 Coffee

- Getting started
 - Overcoming writer's block
 - Assembling the facts
- Structuring longer documents
 - Building a persuasive argument
 - Making the information flow
- Intros and endings
 - Building rapport quickly
 - Making endings memorable
- Writing effective email
 - Email etiquette
 - Do's and don'ts

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

Translating technical ability: effective writing in a business environment