



## Advanced business writing course

Good writing helps communicate change, clarify complex matters and inform stakeholders throughout an organisation. And with so much business communication happening through writing – from emails to reports to instant messaging – good business writing has become a core skill for senior professionals.

That's why we created this course. It will equip your leaders and managers with the writing skills they need to drive your business forward. What's more, we'll show them how they can lead your organisation's tone of voice and brand in everything they write.

### Tailored to your needs

We'll consult with you extensively leading up to the training, ensuring everything is precisely tailored to your sector, organisation and team.

And we'll analyse the writing skills of every participant before the course, so we can focus on improving those skills which will have the biggest business impact.

## Who is it for?

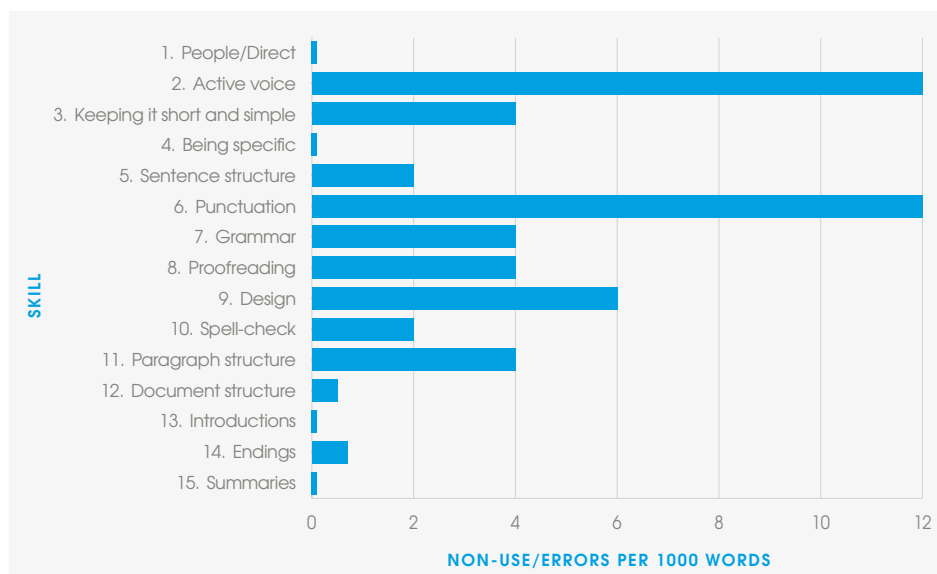
This programme is designed for senior executives, directors and aspiring managers. We'll tailor the content to match their needs, challenges and experience.

## 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.



Gap analysis: every participant receives targeted feedback

## 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, the US and Europe, but we train globally. Wherever you are in the world, we can come to you to run the course. We can also train remotely.

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](mailto: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

**By the end of the training, your senior executives will be able to:**

- set clear objectives for their writing
- influence key stakeholders
- tailor their documents and emails to their audiences for maximum impact
- communicate their messages concisely and effectively – first time
- help their teams improve by giving effective feedback on documents submitted to them
- lead their organisation's tone of voice.

### A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and continued practice. So you can choose to combine this training with other interventions to create even better results and lasting change.

You could 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.

Or you might like to complement the training with targeted 90-minute lunch-and-learn seminars, webinars or remote coaching. We also have online-learning modules that can reinforce and build on everything the delegates learned on the course.

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

## Course programme

### Advanced business writing course

#### 9.30 Introduction

- Welcome
- Course overview
- Writing to achieve business strategy
  - Putting your reader first
  - Having a clear objective
- Leading your organisation's tone of voice

#### 10.45 Coffee

- Understanding your audience
  - Assembling the facts
- Building a persuasive argument
  - Structuring longer documents
  - Influencing techniques
- Intros and endings
  - Building rapport quickly
  - Making endings memorable

#### 1.00 Lunch

- Improving readability
  - Reader-centred writing
  - Making your writing active
  - Stripping out jargon
  - Structuring your sentences for easy reading

#### 3.30 Tea

- How to finish a document in style
- Perfect grammar and punctuation
- Effective proofreading
- Giving feedback on writing

#### Summary

#### 5.30 Close

An intensive training session: equip leaders and managers with the writing skills to drive your business forward