

Structured writing for complex documents

Course for companies

Live online



Who is it for?

Any team who have to write complex documents of any kind – from external reports to internal technical documents.

Delivery

We deliver this course live online.

Participant numbers

Four 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 – typically two half-days of training plus a half-day of coaching sessions.

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



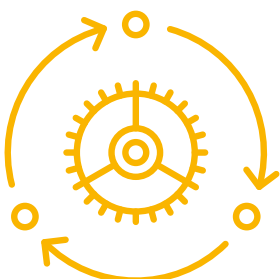
When you are faced with writing a complex document, it can seem like having a mountain to climb. But the effort can pay off dramatically.

It's exactly these kinds of documents – which might be technical reports, policies, thought leadership articles or user guides – that can have a huge impact on your business. Whether that effect is good or bad depends on the quality of the writing.

That's why we created this course. It will help your team to structure their thinking and planning. In doing so, they'll be able to take vast quantities of technical business information and turn it into engaging, reader-centred documents – from multi-million pound tenders to award-winning thought leadership articles.

Tailored to your needs

To make sure our training is a perfect fit, we always tailor the course materials to each team's goals, experience, organisation and sector. We'll use examples of your existing documents to create targeted exercises that show your team exactly how to apply what they learn to whatever they have to write.





'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,
Talbot Underwriting Services

Bespoke virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in two intensive sessions over two days to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

After the training, delegates will have a year's access to our business-writing helpdesk. This email and phone helpline provides an extra source of support while they're putting their new skills into practice.

Learning objectives

On this course, your team will learn how to:

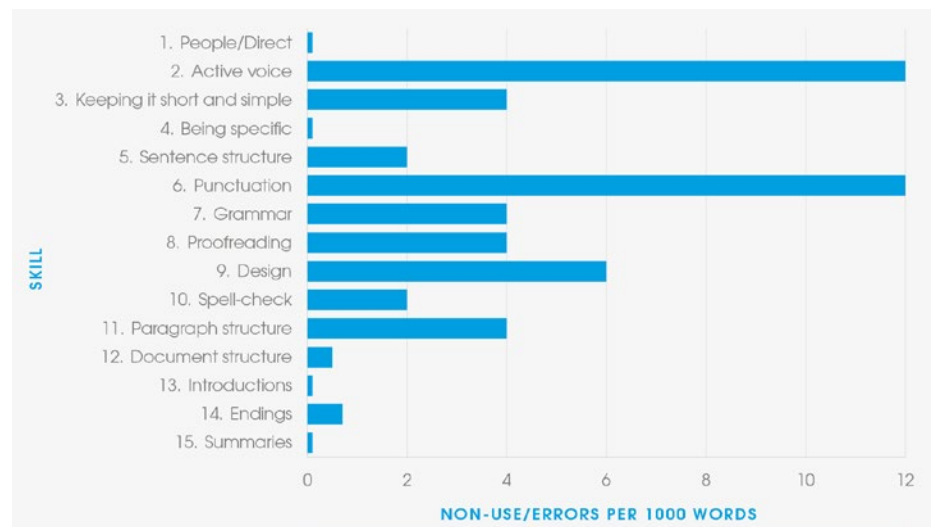
- ✓ build a logical structure – to communicate ideas clearly and succinctly
- ✓ write documents that their readers will want to read
- ✓ communicate complex information – avoiding jargon without dumbing down
- ✓ create clear, compelling and persuasive writing to inspire and engage
- ✓ use an appropriate level of language for their readers
- ✓ write in their organisation's tone of voice
- ✓ use correct grammar and punctuation to avoid any embarrassing mistakes.



Personalised analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

After the group 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 exactly how to put their new skills into practice 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 sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or e-learning.

Contact us to discuss the best blended programme for your team.

Trusted by over 6,000 organisations worldwide, including:



Example programme

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9.30-12.30

Effective planning and structure

Introduction and course overview

Writing to deliver business results

Understanding your audience

- ☉ Putting your reader first
- ☉ Having a clear objective
- ☉ Establishing your key messages

Assembling the facts

- ☉ Unlocking your knowledge with mind maps

Structuring your complex documents

Creating a persuasive argument

- ☉ Using influencing techniques

Intros and endings

- ☉ Building rapport quickly
- ☉ Making endings memorable

9.30-12.30

Clear, reader-friendly writing

Introduction and recap

Improving readability

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

Standing out: how to beat competitors to the punch

Perfecting your punctuation and grammar

Effective proofreading

Summary and close

13.30-17.00

Individual coaching and analysis feedback

Build your programme: 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.

Get in touch to discuss your writing course today

Call: +44 (0)1273 732 888
Email: info@writing-skills.com