emphasis®

Improve your writing at work

Writing exceptional board reports

Course for companies | Live online

Who is it for?
Any team who have to write or contribute to reports for the board, in any department.

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

25 years

of better writing

Your board's job is to steer your organisation – and make crucial decisions based on information in your team's board reports.

But board members are busy people who often have to wade through hundreds of pages before every meeting. Your team's reports need to stand out – and give the board the information they need, succinctly and up front.

If your team's reports are poorly written, lack clear structure and bury key messages or recommendations, there's a real risk that their time and hard work will go to waste. The board won't act on information they haven't read.

This course will give your team the techniques they need to make sure this doesn't happen. As a result, they'll be able to cut needless detail and get their messages read, understood and acted on.

Tailored to your needs

Every organisation is different, so each course is just as unique. We'll consult with you and your board before the course to identify exactly what your board members need (and what they don't want) from your team's contributions. And we'll incorporate your real-life board documents to ensure the content is relevant to exactly what your team need to write.

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

Harry Folkes,
Talbot Underwriting Services

Tailored 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

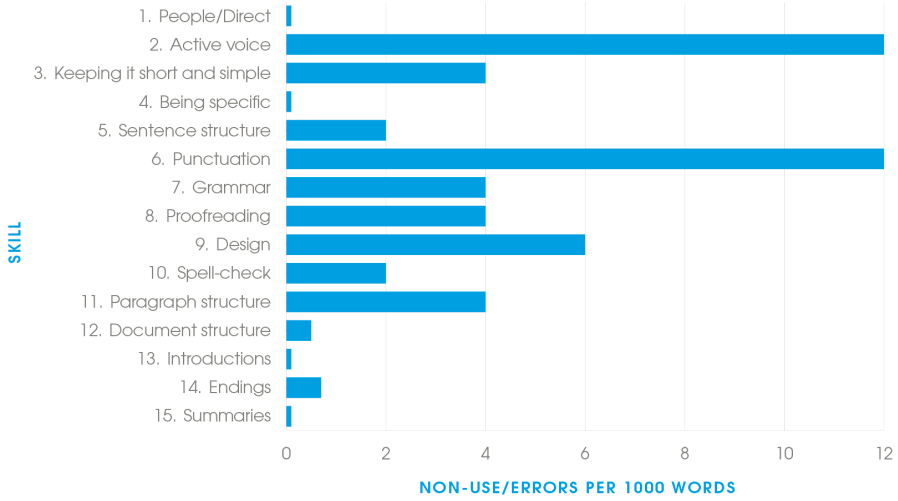
On this course, your team will learn how to:

- profile board members and identify what information is crucial to the report – and what to leave out
- build a logical structure – helping communicate ideas clearly and succinctly
- use signposts and subheadings that guide busy readers to exactly what they need
- write executive summaries that get their message or case across (even if board members read no further)
- present technical information and data so it's meaningful for all readers
- cut needless jargon and waffle to present information clearly
- create consistent documents, even with multiple contributors
- use correct grammar and punctuation to avoid any embarrassing mistakes
- write in your organisation's tone of voice.

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 1,000 organisations worldwide, including:

AVIVA Deloitte. EDF HSBC NHS

Example programme

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9.30–12.30

Effective planning and structure

Introduction and course overview

Why good writing matters to the board

Understanding your audience
- What do your board members need?

Setting clear objectives

Establishing your key messages

Getting started

A logical structure
- Assembling the facts
- Writing to inform or persuade
- Making the information flow
- Meeting all readers' needs

Writing the executive summary

Managing multiple contributions

9.30–12.30

Clear, reader-friendly writing

Introduction and recap

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

Using templates and following company style

Business-writing essentials
- Confident grammar
- Perfect punctuation
- Effective proofreading

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

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