Writing exceptional board reports

Course for companies | In person

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 in person.

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 one day. We can adapt the course for longer or shorter sessions as required.

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

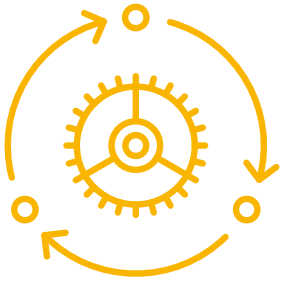
of better writing

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.

'We chose Emphasis because they really "got it" – they really understood exactly what we needed and what our issues were.'

Mary Jean Pritchard,
The King's Fund

Venue

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.

Why it works

- Pre-course writing analysis identifies the areas each learner needs to work on.
- Small-group training ensures each delegate gets individual attention.
- Targeted exercises and discussion keep learners engaged and mean they immediately practise applying the techniques.
- One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
- Each delegate receives one year's access to our business-writing helpdesk to support them as they take what they've learned into their roles.

Learning objectives

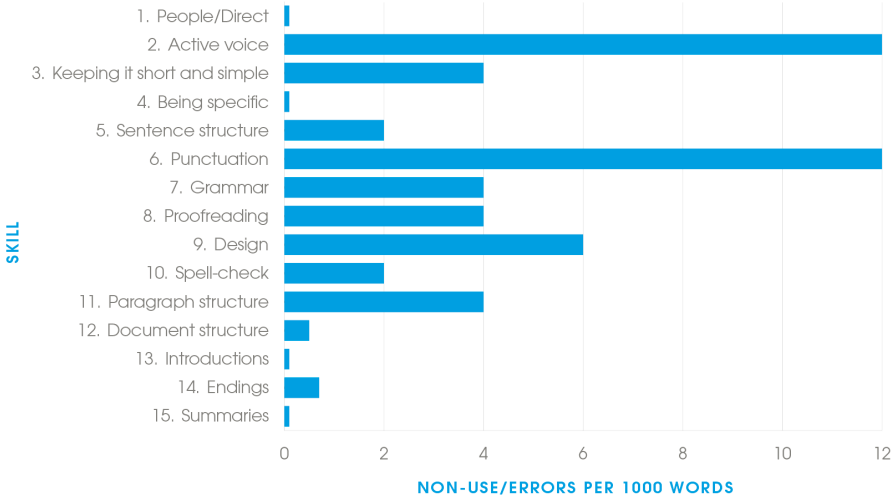
On this course, your team will learn how to:

- 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.

Individual 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

During the course, 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 online 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

Writing exceptional board reports

Course for companies | In person

9.30	**Introduction** ✓ Welcome ✓ Course overview **Why good writing matters to the board** **Understanding your audience** ✓ What do board members need? **Setting clear objectives** **Establishing your key messages**
10.45	**Break**
	Getting started ✓ Creating 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**
1.00	**Lunch**
	Improving readability ✓ Making your writing active ✓ Writing in plain English ✓ Structuring your sentences for easy reading
3.30	**Break**
	Using templates and following company style **Business-writing essentials** ✓ Effective proofreading ✓ Confident grammar ✓ Perfect punctuation
5.15–5.30	**Summary and close**

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

© Emphasis Training Ltd