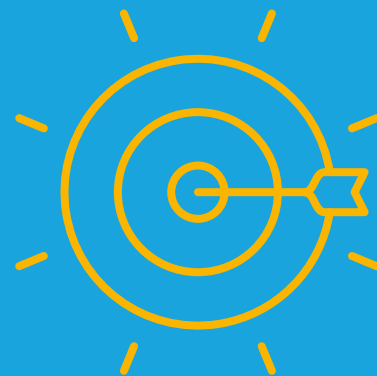


High-impact business writing **with AI** ✨

Course for companies

Live online

In person



Who is it for?

Any teams who want to write more powerfully at work and learn how AI can make them even more effective.

Delivery

Live online or in person

Participant numbers

Three 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 – we will adjust the timing and delivery around your needs.

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



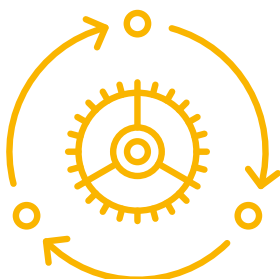
Your team have ideas, expertise – and vital work to do. But is their writing doing the job?

Important messages can be lost in rambling emails, key recommendations buried in badly structured reports, and professional relationships disrupted by communications that strike the wrong tone.

People today are busier than ever. Documents and emails *have* to get their messages across clearly and efficiently. After all, time spent writing anything that fails to do this is time – and money – wasted.

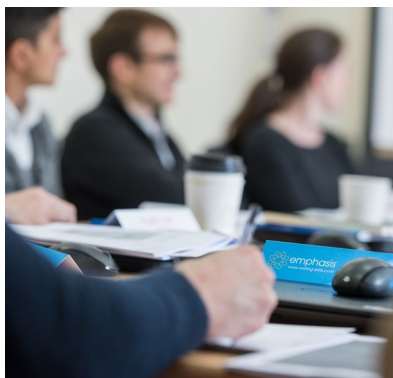
And where does AI fit in? The pressure of trying to keep up along with fears around misusing the tools are common obstacles to the efficiency gains they offer.

So in this intensive, practical session, your team will learn how to optimise their professional writing, whatever they typically write. And they'll see how to use AI strategically to supercharge each step, without losing the human element.



Tailored to your needs

Your training will be unique to your organisation: we'll tailor the materials based on your goals and using real-life examples of your work documents. We can also adjust the schedule of the learning, whether a full day course or a series of focused modules, delivered separately, suits your team better.



'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

Getting the best from AI

AI's power is undeniable, and it is advancing all the time. Those not using it risk falling behind, even becoming obsolete. But poor use of AI risks producing generic, forgettable and even error-filled work. Worse still, we face the danger of losing touch with our subject and the vital skill of critical thinking.

We want to get the best from AI, not let AI get the best of us.

That's why on this course, you'll learn specific, practical guidance on using AI tools to create better thinking *and* better work. We always start with a foundation of what makes writing truly effective – because it's only by knowing what 'good' looks like that you can make the most of AI to help you get there.

Why our training works

- ✓ Pre-course analysis identifies the areas each learner needs to work on.
- ✓ Small-group training ensures each attendee gets individual attention.
- ✓ Targeted exercises keep learners engaged and able to practise techniques immediately, with resources and AI prompt libraries to keep for reference.
- ✓ One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
- ✓ Both our in-person and remote sessions are tailored to the delivery method, which means engaging learning and real results, whichever option you choose.

Learning objectives

On this training, your team will learn how to:

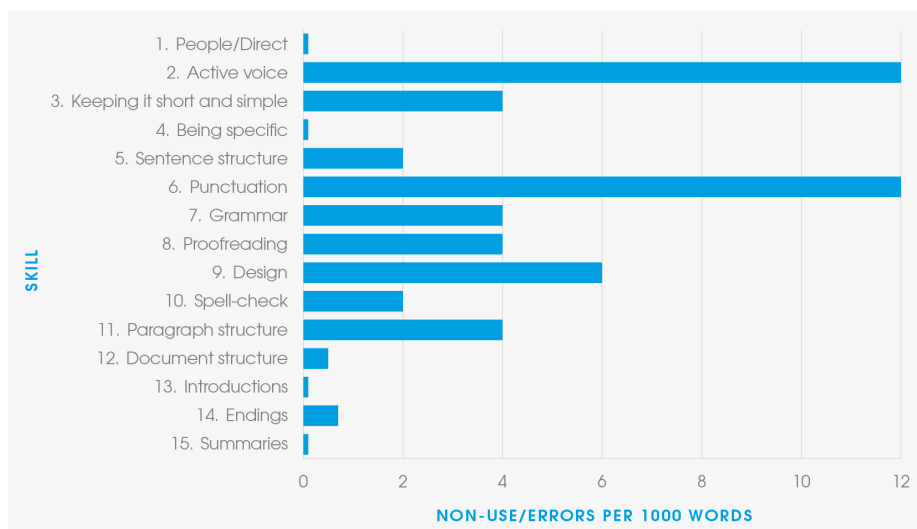
- ✓ set a clear objective
- ✓ plan effectively – with and without AI
- ✓ build a logical structure
- ✓ identify key messages and express them clearly
- ✓ choose an appropriate style
- ✓ establish and build rapport
- ✓ keep readers reading
- ✓ write and edit with confidence
- ✓ construct sound, clear sentences
- ✓ be sure of their grammar and punctuation
- ✓ leave a positive last impression
- ✓ use AI tools mindfully throughout – balancing efficiency with human judgement.



Individual analysis and coaching

Every attendee's writing style is a unique mix of strengths, weaknesses and blind spots. That's why expert human analysis is a core part of our training. It turns useful techniques into practical habits that improve how clearly and confidently each person communicates.

Before the live training, we request a writing sample from each participant. The expert trainer will analyse each sample using our proprietary diagnostic tools and their own deep understanding of the subject. We then produce a graph of the results.



Gap analysis: every participant receives targeted feedback

As part of the 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 how to put their new skills into practice, with support from AI, 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 that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or online learning. We can also deliver this course in discrete micro sessions.

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

Trusted by over 1,000 organisations worldwide, including:

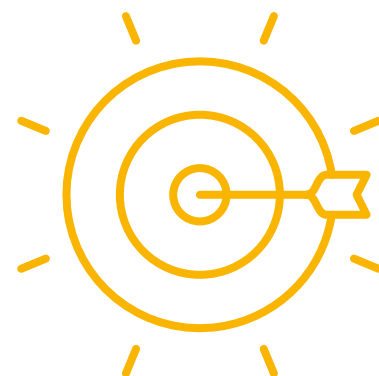


Example in-person programme

High-impact business writing with AI

Course for companies

In person



9.30	Introduction ☑ Welcome and course overview Why good writing pays off ☑ ✨ How (and why) to partner with AI tools Putting the reader first and clarifying your objective ☑ ✨ Filling knowledge gaps with AI ☑ ✨ Testing your message
10.45	Break
11.00	Getting started ☑ ✨ Overcoming writer's block (with prompts to help) ☑ Assembling the facts Writing effective letters and email ☑ ✨ Structuring and summarising Building a persuasive argument ☑ ✨ Collaborating on structure ☑ ✨ Testing your proposal Structuring longer documents ☑ ✨ Brainstorming and planning – with and without AI ☑ Making the information flow Intros and endings ☑ Grabbing attention and ending with impact ☑ ✨ Drafting and reviewing
1.00	Lunch
1.45	Improving readability ☑ Recognising writing that works ☑ ✨ Prompts to support reader-centred writing ☑ Keeping the human element
3.30	Break
4.00	Confident grammar and punctuation Effective proofreading ☑ ✨ Making AI your own personal editor ☑ ✨ Avoiding errors and hallucinations
5.15–5.30	Summary and close

Optional extras

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

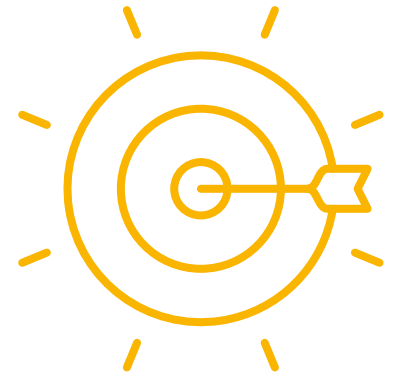
Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Example remote programme

High-impact business writing with AI

Course for companies

Live online



Day 1

9.30–12.30

Effective planning and structure

Introduction

- ☑ Welcome and course overview

Why good writing pays off

- ☑ ✦ How (and why) to partner with AI tools

Putting the reader first and clarifying your objective

- ☑ ✦ Filling knowledge gaps with AI
- ☑ ✦ Testing your message

Getting started

- ☑ ✦ Overcoming writer's block (with prompts to help)
- ☑ Assembling the facts

Writing effective letters and email

- ☑ ✦ Structuring and summarising

Building a persuasive argument

- ☑ ✦ Collaborating on structure
- ☑ ✦ Testing your proposal

Structuring longer documents

- ☑ ✦ Brainstorming and planning – with and without AI
- ☑ Making the information flow

Day 2

9.30–12.30

Efficient, reader-friendly writing

Introduction and recap

Intros and endings

- ☑ Grabbing attention and ending with impact
- ☑ ✦ Drafting and reviewing

Improving readability

- ☑ Recognising writing that works
- ☑ ✦ Prompts to support reader-centred writing
- ☑ Keeping the human element

Confident grammar and punctuation

Effective proofreading

- ☑ ✦ Making AI your own personal editor
- ☑ ✦ Avoiding errors and hallucinations

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 course today

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