

Writing exceptional board reports **with AI** ✨

Course for companies

Live online

In person



Who is it for?

Any teams who have to write or contribute to reports for the board, in any department.

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

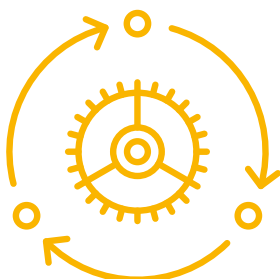


Most organisations run on their reports. So inefficient, unclear board papers can become genuine business blockers.

Crucial decisions depend on the information shared with the board in these documents. But whether your team's reports need to prompt action or share insights, they can't do their jobs if they're not well written.

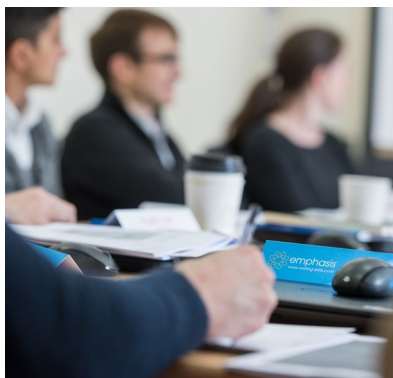
Too often, key messages are buried in disorganised, overlong reports. Time is lost to rounds of revisions and both writers and board members are left frustrated.

This training will show your team how to present information clearly and concisely. They'll learn to plan, draft and structure board reports that take readers on a logical journey, easily finding the information they need. And we'll reveal how to use AI tools mindfully throughout the process, supporting your team's own skills to produce reports more efficiently.



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 board reports. 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:

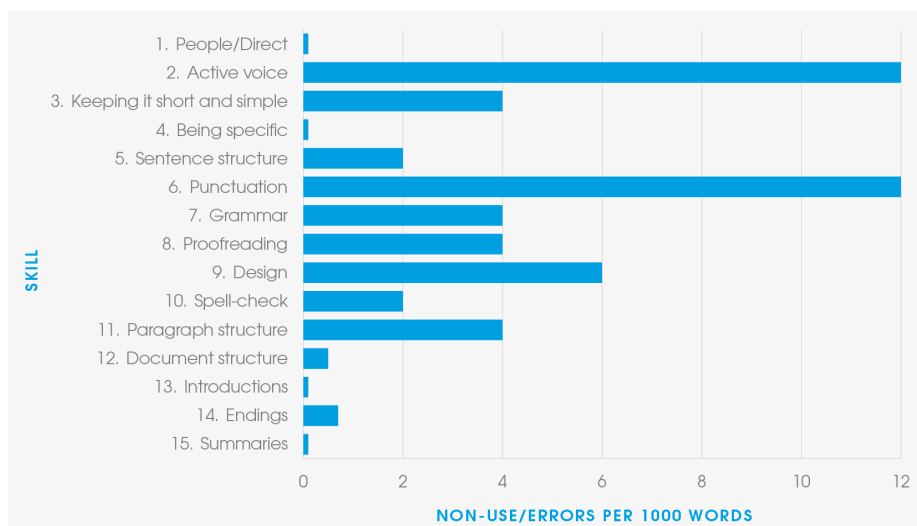
- ✓ profile board members (with or without AI) and identify what information is crucial to the report – and what to leave out
- ✓ build a logical structure – helping communicate ideas clearly and succinctly
- ✓ use signposts and subheadings that guide busy readers to exactly what they need
- ✓ write 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
- ✓ write in your organisation's tone of voice
- ✓ use AI tools strategically 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

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9.30

Introduction

- ☑ Welcome and course overview

Why good writing matters to the board

- ☑ Understanding what board members need

Putting the reader first and clarifying your objective

- ☑ Focusing on board-level priorities
- ☑ Establishing your key messages
- ☑ ⚡ Making AI your (safe) sounding board

10.45

Break

Getting started

- ☑ ⚡ Effective planning – with and without AI
- ☑ Assembling the facts

Creating a logical structure

- ☑ Writing to inform or persuade
- ☑ Making the information flow
- ☑ Meeting (all) readers' needs
- ☑ ⚡ Balancing AI efficiency and your own insight

The all-important executive summary

- ☑ ⚡ Drafting and reviewing

1.00

Lunch

Managing multiple contributions

Improving readability

- ☑ Recognising what makes writing work
- ☑ ⚡ Prompts to support reader-centred writing
- ☑ Keeping the human element

3.30

Break

Using templates and following company style

Dazzling with data

- ☑ Telling a meaningful story
- ☑ ⚡ Visualising data

Checking and finalising

- ☑ ⚡ Avoiding errors and hallucinations
- ☑ ⚡ Reviewing against the board report checklist

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

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Day 1

9.30–12.30

Effective planning and structure

Introduction

- ☺ Welcome and course overview

Why good writing matters to the board

- ☺ Understanding what board members need

Putting the reader first and clarifying your objective

- ☺ Focusing on board-level priorities
- ☺ Establishing your key messages
- ☺ ⚡ Making AI your (safe) sounding board

Getting started

- ☺ ⚡ Effective planning – with and without AI
- ☺ Assembling the facts

Creating a logical structure

- ☺ Writing to inform or persuade
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- ☺ ⚡ Balancing AI efficiency and your own insight

The all-important executive summary

- ☺ ⚡ Drafting and reviewing

Managing multiple contributions

Day 2

9.30–12.30

Efficient, reader-friendly writing

Introduction

- ☺ Recap of part one

Improving readability

- ☺ Recognising what makes writing work
- ☺ ⚡ Prompts to support reader-centred writing
- ☺ Keeping the human element

Using templates and following company style

Dazzling with data

- ☺ Telling a meaningful story
- ☺ ⚡ Visualising data

Checking and finalising

- ☺ ⚡ Avoiding errors and hallucinations
- ☺ ⚡ Reviewing against the board report checklist

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