

# Professional Business Writing

2 day in-house course or public workshop

*Business writing course to build essential skills; write with authority and impact.*

## Overview of course content

It is tempting to believe that in the age of Twitter and short, informal messaging, that writing well is not as highly valued as it once was. However, writing remains an essential business skill. Poor spelling, grammar and punctuation undermine our credibility. Poorly structured reports that fail to start with the reader in mind, are either not read or simply don't have the impact required.

This course has been set up to help anyone who writes as a part of their work, to write better, ensuring that their work is read, understood and acted upon.

The programme consists of two modules, each one day long:

### Module One - Foundation, Structure and Clarity

This module focuses on the basics of good writing, ensuring that your writing doesn't let you down. It goes on to look at how to structure your writing effectively, so that your readers find it easy to follow and understand.

### Module Two - Style, Clarity and Influence

The second module builds on the first, with much more emphasis on ensuring that your writing has the impact you want. This module includes adapting your style and report structure to achieve your aims and reflect your audience.

*Module One can be run as a standalone single day or combined with Module Two (on the following day or some weeks later), to provide a comprehensive writing programme.*

### Key Benefits - Module One

Eradicate common spelling, punctuation, grammar and syntax errors.

Build readable sentences, paragraphs and reports.

Learn a range of structures that make it easy for the reader to follow your thinking and logic.

Identify words and phrases that cloud meaning, and replace them with clearer alternatives.

### Key Benefits - Module Two

Vary tone and style to match readers' preferences.

Incorporate powerful phrases and words to get your readers' attention.

Integrate language that influences and persuades, using both logic and emotion.

Write summaries, conclusions and recommendations that are understood and acted on.

### Duration and format

Comprehensive two day versions available.

Often run in-house, tailored to specific needs, it is also available as a public course for individuals to attend.



### Who is this course for?

Anyone who needs to write clearly and persuasively - reports, briefings, articles, papers.

## What's it all about?

Writing well remains an essential business skill. This course has been designed using a modular format so that the first module focuses on getting the basics right, whilst the second module builds on that by focusing on ensuring that the required impact is achieved.

This programme will ensure you write clearly, concisely, persuasively, faster – and with impact!

## How do we do it?



### Module One - Foundation, Structure & Clarity

**The starting line.** Your writing experience to date, questions about writing to address during the programme.

**English defines you.** Improve how others see you; eradicate the common mistakes that make people judge you.

**Begin with the end in mind.** Visualise clear objective outcomes that drive your writing.

**Eliminate the 'noise'.** Understand the written communication process.

**As good as your weakest links.** Ensure your SPaG (Spelling, Punctuation and Grammar) won't let you down.

**Fail to plan, plan to fail.** Introducing the writing process: planning for ideas, writing for expression, reviewing for quality.

**Building structures.** Apply one of five possible structures to build a short report.

**The power of words; stamp out the jargon.** Eradicate corporate nonsense and replace it with plain English.

**Building bridges.** Complete a learning journal and prepare for Module Two.

### Module Two - Style, Clarity & Influence

**Write for your reader.** Understand your audience - vary tone and style to match individual preferences.

**Now hear this!** Incorporate openings and headlines that grab the reader's attention.

**You are only as good as your weakest links.** Ensure your SPAG (Spelling, Punctuation and Grammar) won't let you down.

**Appeal to logic.** Learn how to progressively build a logical argument.

**Appeal to emotion.** Write to engage your audience's beliefs, values and feelings.

**Stamp out the jargon.** Replace cliché and tautology in your writing.

**The power of words; writing is selling.** Learn how to engage readers using the language of psychology, sales and marketing.

**Final messages.** Make an impact with endings that the reader won't forget.

**Ruthless editing.** Cut out superfluous content that gets in the way of understanding.

**Build on your learning.** Complete the individual action plan to sustain and deepen learning.

# Professional Business Writing

## Continue and refresh your learning even after the course...

...all attendees on this course receive FREE access to the exclusive 'Professional Business Writing' post course learning area of the Illumine website.

### About Illumine

Illumine Training provides management and personal skills development, focused on developing *better brains for better business*.

The range of courses and workshops is split into six business critical areas and are delivered through:

**Public Workshops** - 1 and 2 day workshops.

**In-house Courses** - Specifically for teams or groups from within an organisation, tailoring as necessary.

**90 minute Workshops** - In-house bite-size (90 minute) learning sessions designed by Illumine to maximise learning in the minimum time possible.

**Other Options** - E-learning, Facilitation, Coaching, Away-days and Speakers.

## How can I take this programme?

### For Individuals: Public workshops

*Professional Business Writing* is available as a 2 day workshop in London

**2 day course - £875 plus VAT**

### Additional course detail

#### Central London

25-26 March 2019

24-25 June 2019

29-30 October 2019

Public workshop bookings can be made by emailing your request to [info@illumine.co.uk](mailto:info@illumine.co.uk) or by completing our online booking form at <http://www.illumine.co.uk/writing>. All are regarded as confirmed bookings and are subject to our business terms and conditions.

**In-house courses** - suitable for organisations that want to develop teams or groups of individuals from across the organisation. Programmes can be geared towards your organisation or industry sector with relevant activities, examples and case studies. Discuss your needs with an account manager on +44(0)1753 866633 or email [inhouse@illumine.co.uk](mailto:inhouse@illumine.co.uk).

## Continuous Development

CPD recognition is awarded on both public workshops and in-house courses, being dependent on the number of hours spent learning. On request Illumine will provide a certificate of attendance for you to use as evidence and attach to your record card.

**Book 2 or more places on any public workshops to take advantage of our multiple booking discount:**

**2 places - 10% discount**

**3 places - 15% discount**

**4 places - 20% discount**

Discounts will be applied when your bookings are processed and will not show on our online booking form.