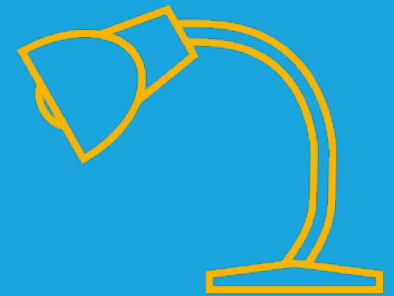


# Technical-writing course

Course for companies

Live online

**Who is it for?**

Anyone who has to communicate technical information – whether for a non-technical audience or likeminded peers.

**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](mailto:info@writing-skills.com)



## For many technical people, writing can take them a long way from their comfort zone.

Scientists tend to see their strengths in doing the research. Engineers see theirs in solving practical problems. Developers might be comfortable writing only code.

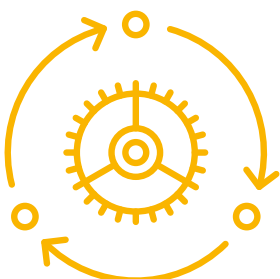
But whatever your team's roles, their knowledge will be wasted if they don't communicate it effectively.

We'll show your team how to avoid burying conclusions in supporting detail. They'll learn how to weed out anything that's too complex for their readers while keeping meaningful technical terms, so their recommendations are always clear for their intended audience. Above all, we'll build your team's confidence and pride in their own writing – helping them to see it as a key part of their core skills.

### Tailored to your needs

To be engaging and effective, a course must be directly relevant to the documents that your team have to write.

So, we'll tailor the course materials using real-life examples of your team's technical documents. This means they'll understand exactly how to apply the techniques they learn to their own work.





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

Harry Folkes,  
Talbot Underwriting Services

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## 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.

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## Learning objectives

On this course, your team will learn how to:

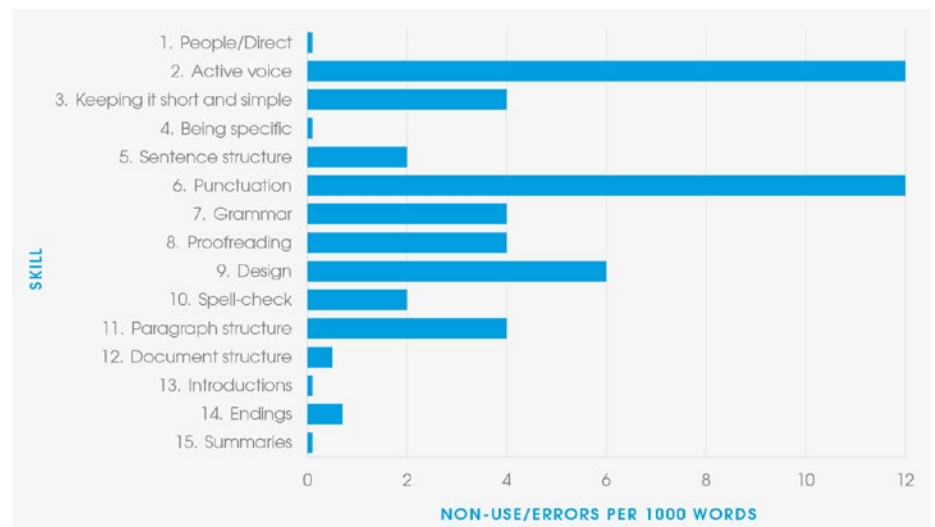
- ✓ approach writing confidently
- ✓ present a clear message
- ✓ build a logical structure
- ✓ manage and present complex information
- ✓ tailor their content and style to the reader
- ✓ lay out their reports effectively, including illustrations and graphics
- ✓ avoid poor punctuation and grammar
- ✓ construct clear paragraphs and sound sentences
- ✓ use appendices and terms of reference clearly.



## 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.

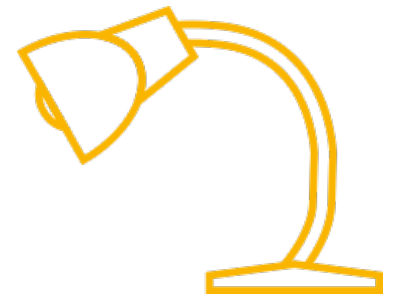
**Contact us to discuss the best blended programme for your team.**

Trusted by over 6,000 organisations worldwide, including:



Example programme

# Technical-writing course



Course for companies

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9.30-12.30

## Effective planning and structure

**Introduction and course overview**

**Establishing your readers' needs**

**Setting clear objectives**

**Identifying your key messages**

**Planning your document**

- ☑ Assembling your facts and arguments
- ☑ Creating a logical structure
- ☑ Building a persuasive argument
- ☑ Deciding on the level of complexity
- ☑ Choosing what to put into the appendices

**Planning each component**

- ☑ Outlining the content of the abstract, introduction, methods, results, conclusion and discussion
- ☑ Using references effectively

9.30-12.30

## Clear, reader-friendly writing

**Introduction and recap**

**Making your writing reader-centred**

- ☑ Constructing paragraphs with clear themes
- ☑ Using the appropriate level of technical jargon
- ☑ Writing concisely
- ☑ Structuring your sentences for easy reading

**Laying out your document effectively**

**Using correct punctuation and grammar**

**Effective proofreading**

**Summary and close**

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](mailto:info@writing-skills.com)