

# Writing to influence policy

Course for companies

Live online

**Who is it for?**

Any team who write to inform or advise policymakers or public bodies.

**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)

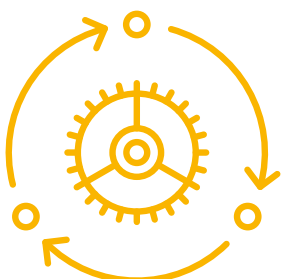


## Turning in-depth research into compelling reports that will inform and influence policymakers requires clear, concise and persuasive writing.

But an academic writing style and a failure to focus on the reader's needs can mean crucial recommendations end up lost in overlong and unstructured prose.

This doesn't have to happen with the reports your team produce.

We'll help your team to identify their key messages and the 'so what' factor in their reports, to give them the targeted impact they need to effect change. By profiling their audience and learning how to adapt their writing for their intended readers, your team will make sure their research and analysis will be understood – and acted on.



### Tailored to your needs

We'll consult with you before the training and tailor the course using real examples of your documents and materials. This guarantees your team will find the training relevant and immediately applicable to the reports they have to write.



'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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## Bespoke 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:

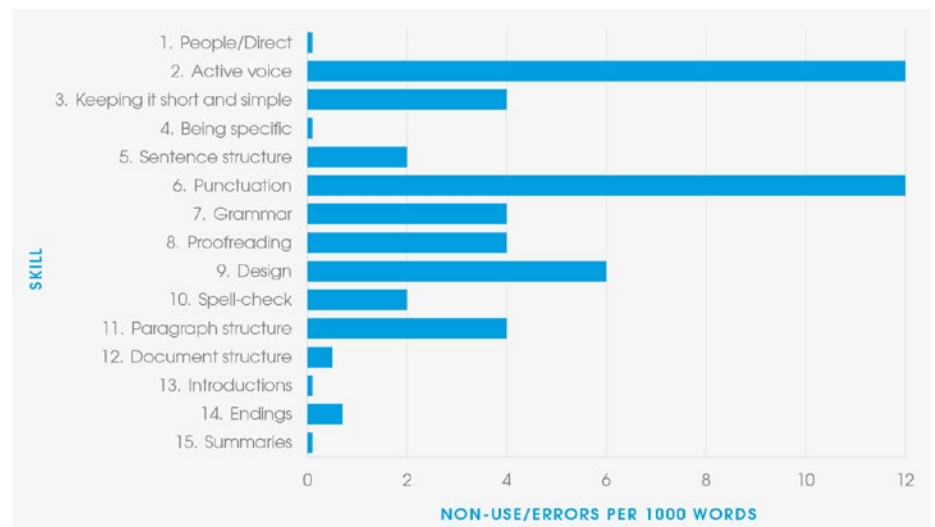
- ✓ identify compelling key messages and put recommendations up front
- ✓ strip out overly academic writing and adopt a succinct, punchy style
- ✓ write in clear, straightforward language suited to the intended readers
- ✓ plan and build an effective structure in order to inform
- ✓ structure a persuasive argument in order to influence
- ✓ know what to put in – and what to leave out – to make their case
- ✓ use graphics and data effectively to support the narrative
- ✓ write in a consistent voice, using your house style.



## 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

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9.30-12.30

## Effective planning and structure

Introduction and course overview

Why good writing makes a difference

Reader-centred writing

- ☉ Writing for different audiences: policymakers and the public

Having a clear objective

Positioning your key messages

Turning research and analysis into compelling reports

- ☉ Building a logical structure that flows
- ☉ Developing a narrative
- ☉ Guiding your reader
- ☉ Writing to persuade
- ☉ Answering the 'so what?'

Writing the executive summary

Introductions and endings

9.30-12.30

## Clear, reader-friendly writing

Introduction and recap

Improving readability

- ☉ Making your writing active
- ☉ Writing in plain English
- ☉ Structuring your sentences for easy reading
- ☉ Being specific and direct

Ensuring consistency of tone and style

Business-writing essentials

- ☉ Confident grammar and punctuation
- ☉ 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)