

Business Writing Workshop

This half-day workshop is designed to enhance the business writing skills of fee-earners, marketers and other professionals responsible for writing and publishing content for their firm.

Areas covered in the session are:

- **Planning your communication** – how to structure content for different communication channels and purposes, how to emphasise the key message and make the piece engaging and logical in flow, how to create eye-catching headlines and subject-lines
- **Adopting an appropriate tone of voice and choice of language** – reflecting the reader in the content to gain their attention
- **Adapting your copy to the environment where it is being read** – eg catering for those reading on mobiles/tablets. Also covering points such as shorter attention spans, speed reading and social media constraints
- **Proof-reading tips to minimise mistakes**

Workshop overview:

Session overview	Key points	Tools and materials
1. Introduction and overview of the programme	<ul style="list-style-type: none"> • Clarifying the objectives of the programme • Sharing common concerns from the delegates from a pre-programme survey 	<ul style="list-style-type: none"> • Agenda slide • Brief overview of the session's style and content
2. Planning is key	<ul style="list-style-type: none"> • How to structure content for different environments – printed articles, white papers, website pieces, e-bulletins, social media • Identifying your key message and the outcome you want from the reader • Creating the right flow 	<ul style="list-style-type: none"> • Overview and tips and advice • Briefing template • Planning template
3. Grammar and punctuation refresher (optional)	<ul style="list-style-type: none"> • The common mistakes people make • Clarification on aspects people struggle with (from pre-programme survey feedback) 	<ul style="list-style-type: none"> • Advice and tips • Crib sheet • Exercise: Spot the mistakes
4. Selecting the right tone of voice for your audience	<ul style="list-style-type: none"> • Business writing – what language and style is appropriate • Factors to consider about your audience when writing 	<ul style="list-style-type: none"> • Overview and tips and advice • Sharing examples
5. Adapting to the environment where the content is being read	<ul style="list-style-type: none"> • The implications of different environments for content • What do we need to know about today's readers • Business writing challenge exercise 	<ul style="list-style-type: none"> • Advice and tips • Practical team exercise
6. Proof-reading for perfect content	<ul style="list-style-type: none"> • Simple techniques to identify errors and flow issues 	<ul style="list-style-type: none"> • Overview • Tips checklist

For more information, or to discuss the benefits of our Business Writing Workshop for your firm, contact:

John Timperley at The Results Consultancy on tel: 44 (0) 20 7488 4419
or email: results@winningbusiness.net www.winningbusiness.net