Writing for impact

In a world where we're inundated with more information than ever before, great writing always shines through. This course is for anyone writing business cases, pitches, tenders, reports or documents that need to influence and persuade. Participants will gain an understanding of how to use writing to improve business outcomes. They will learn how to approach writing strategically, saving time and maximising impact. Participants will take away methods and techniques on how to structure clear, compelling messages and develop their written skills to improve results.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

Key course elements

Taking a strategic approach to writing
- Understanding the needs of your audience
- How to differentiate your purpose from the needs of the reader
- Prioritising what information to include
- Providing high impact evidence
- Defining the call to action

Using structure to create clarity
- Tools to organise your thinking and plan your approach
- Methods and techniques on how to create a clear structure and prioritise information
- How to define your key messages and explain them with clarity

Writing for impact
- Techniques to develop your writing style and tone of voice
- Making decisions about which words to use
- Making your writing unique to help you stand out from the crowd
- How to edit, cut and refine
- Developing rapport through the written word
- Tips on how to add energy into your prose

Participants will learn to…

- Understand why writing matters in business and the issues caused when writing is not clear
- Assess and meet the needs of their audience
- Understand how to present evidence to back up their arguments
- Use critical thinking to plan their written communications
- Structure their writing to powerfully share their message
- Understand how to prioritise information
- Write with improved clarity, tone and energy
- Edit and refine their written communication

BiteSize Learning
info@bitesizelearning.co.uk