

THE IN-HOUSE TRAINING COMPANY

Fast and effective

Business writing skills

Clarity, confidence, and impact

Overview

In an age of shortening attention spans, we all need to be able to get our message across quickly and efficiently. This business writing skills training course is designed to help participants do just that – with clarity, confidence, and impact.

Course objectives

By the end of this business writing skills training course, participants will be able to:

- Write clear, concise and well-structured business messages
- Use the right tone for emails, updates, and reports
- Organise ideas quickly and present them logically
- Avoid common grammar and style errors in professional writing
- Edit and proofread efficiently before sending or sharing

Who should attend?

Anyone who needs or wishes to improve their business writing skills. This business writing skills training course is particularly recommended for those seeking to increase their confidence in business writing.

Course format

A very practical, interactive half-day training course for a maximum group size of 12. Delivered virtually, on Zoom or Teams. Can also be delivered face-to-face, on-site (in which case, it is best delivered in an expanded one-day format).

Materials

Materials are provided in PDF format, including:

- Business writing quick-reference guide
- AI prompts and examples
- Email and message templates
- Writing tone checker – example phrases to copy
- Plain English style guide summary
- Self-editing checklist for professionals

Expert trainer

Graham specialises in providing high-quality consultancy, coaching and training in business writing, personal productivity, sales and business development, and customer service. Over the last twenty years he has personally trained or coached over 30,000 business professionals. He is a member of the International Institute of Coaching and a qualified NLP Master Trainer.

His work has taken him all over the world and involved him in working closely with hundreds of different organisations from all business sectors, his client list including such organisations as BT, Vodafone, AT&T, Orange, Pfizer, GSK, Boots, Unilever, American Express, Thomas Cook, Apple, Sony, Motorola, Cisco, MFI, Barclays Bank, LIFFE, Abbey National, Prison Service, Home Office, Law Society, BBC, Daimler-Chrysler, Citroen, Weetabix, Nikon, Shell and many, many others.

Graham has written over twenty books, published in several different countries, including Working Smarter, Companies don't succeed – people do!, Customer Relationship Management, Sales Training Games, 90 Brain-teasers for Trainers, and Telephone Tactics.

Known internationally as both a trainer/coach and a popular motivational speaker, he believes that effective learning has to be interactive and challenging. All his learning events are built around practical exercises, role play and case studies. His training style focuses not on just explaining new ideas or developing new skills, but also on motivating people to use them and to develop themselves as individuals. This approach gets results, as the following comments from programme participants show:

'Brilliant course, really interesting and very focused to my job role and day to day work.'

'Took away some very good ideas that I can use every day... good examples too.'

'Very confident in the subject, and amusing too. Made the course very interesting. A very clear sales model to use going forward.'

'Full of useful hints and tips which I will apply to my job.'

'Extremely well presented and structured'

Training course outline

1 Planning before writing – purpose, reader, message

- What is effective business writing, and why does it matter?
- Follow a four-step process for effective business writing
- Identify the goal of your message and the action you want
- Structure content around the message, not the background
- Tool: One-minute writing planner

2 Clear, concise, and structured writing

- Use short sentences and active voice
- Eliminate filler words and jargon
- Structure messages with clarity: purpose first, detail later
- Practical task: Rewrite a rambling paragraph

3 Tone and professional style

- Choose a tone that matches the audience and context
- Avoid sounding blunt, passive-aggressive, or over-polite
- Tips for writing to managers, clients, and colleagues
- Exercise: Spot and fix tone issues in example emails

4 Writing better emails, notes, and messages

- Subject lines, headers, bullets, and white space
- How to write status updates, requests, and responses quickly
- Avoid long email chains with better structure and clarity
- Templates: Request, reply, and follow-up

5 Reports, summaries, and formal documents

- Planning longer documents quickly, using the inverted pyramid
- Writing strong introductions, summaries, and conclusions
- Formatting for scan reading: headings, bullets, bold text
- Quick tips: How to avoid common structure errors

6 Reviewing, editing, and final checks

- Edit for clarity, consistency, and flow
- Common business grammar errors and how to avoid them
- Quick proofreading checklist before hitting send
- Using AI tools (eg, ChatGPT) to check and improve drafts

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Any questions?

Please just give us a call on **01582 463463** – we're here to help!

Or visit www.theinhousetrainingcompany.co.uk