

THE IN-HOUSE TRAINING COMPANY

Fast and effective

Business writing – with AI

Master practical AI tools for clearer, faster, smarter business communication

Overview

Used carefully, AI tools can be a real help. Clear, effective writing saves time, improves understanding, and builds credibility. AI tools can help with structure, tone, clarity, grammar, and speed – but only if you know how to use them well. This practical course shows how. Participants can work on their examples and documents. Examples used during the training will include emails, report writing, sales and marketing copy, HR, training and recruitment, and technical guides.

Course objectives

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

- Know which AI tools work best for different types of business writing
- Use AI to improve clarity, tone, and grammar
- Draft business documents faster using structured prompts
- Avoid the risks and errors common with unedited AI output
- Apply best practices to personalise and humanise AI writing

Who should attend?

Anyone who needs or wishes to improve their business writing skills, whether for formal reports, emails, or any of the myriad other forms of written communication vital in any job, in any organisation.

Benefits

Organisational impact:

- Faster and more precise written communication
- More consistent quality in customer and colleague messages
- Reduced time spent writing and editing
- Improved confidence in team writing ability

Personal impact:

- Time saved on writing emails, reports, and proposals
- Better writing clarity and tone using AI assistance
- New skills in using AI responsibly and professionally
- More assertive business communication with less effort

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).

The course uses live demonstrations, guided exercises, group discussions, and individual practice. Participants will experiment with AI writing tools and learn from real-world examples. The style is interactive, practical, and focused on building confidence and skills.

Expert trainer

Graham specialises in providing high-quality training, coaching and consultancy in 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 Understanding the role of AI in business writing

- What AI can and can't do in business communication
- How AI helps improve writing speed and quality
- Common writing problems AI can solve, including the 'blank page' dilemma

2 Choosing and using AI tools effectively

- Comparing ChatGPT, Grammarly, Claude, Co-pilot, and others
- How to create high-quality prompts for writing support
- Tips for combining AI tools for better output

3 Writing with AI: live practice and examples

- Drafting an email, a report section, and a customer message using AI
- Editing and humanising AI-written text
- Maintaining tone, voice, and professionalism

4 Risks and best practices

- Avoiding AI hallucinations, repetition, and vague language
- Protecting business confidentiality and data
- When to use AI – and when not to

5 Your AI writing toolkit

- Checklist of tools, prompts, and practices to use every day when writing for business
- Creating your AI writing improvement plan
- Q&A and peer learning reflections

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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