

Better Business Writing Skills

Write clearly. Get read. Get results.

Every organisation constantly writes emails, reports, updates, and proposals. Too often, that writing wastes time, creates confusion, and weakens credibility.

This practical one-day training event equips professionals to write with clarity, confidence, and intent. Participants learn how to plan, draft, and refine business documents that are understood quickly and acted on decisively. Delivered by Graham Roberts-Phelps

Why Run This Course?

Poor writing is a silent drain on time, trust, and performance.

This course replaces guesswork with structure. It gives your people a straightforward way to write well, quickly, and consistently. The result is more transparent communication, better decisions, and fewer avoidable mistakes. For most organisations, the time saved alone delivers a rapid return.

What This Course Delivers

Participants will be better able to:

- Write clear, concise emails that reduce follow-up and misunderstanding
- Structure reports and documents for speed and decision-making
- Use plain, professional English without sounding blunt or informal
- Edit and tighten writing to remove waffle, jargon, and ambiguity
- Produce strong summaries that senior readers can read
- Save time by getting messages right the first time

Programme Highlights

Writing That Works

- Why business writing fails—and what it costs
- Reader-first thinking: purpose, audience, outcome

Planning Before Writing

- A simple structure for clarity and flow
- Turning complex ideas into clear messages

Drafting with Confidence

- Accuracy, Brevity, Clarity in practice
- Tone, emphasis, and professional authority

Impact and Influence

- Writing to persuade without hype
- Addressing objections and risks in writing

Editing and Proofreading

- Cutting words without losing meaning
- Common errors that damage credibility

Emails, Reports, and Summaries

- Writing emails that are clear and decisive
- One-page summaries for busy decision-makers
- Greater confidence when writing under pressure
- Practical tools that work immediately
- Clear frameworks for planning and editing
- Writing that sounds professional, not stiff

Format

- One day, onsite or live online
- Highly practical and interactive