

Writing matters

Writing training for competitive businesses

In business we use words to sell, persuade, negotiate and appease. But if they're not written properly, our words can waste time, waste money and hamper business success.

If your staff do a lot of writing, then it matters that they can write quickly and clearly. If they produce proposal documents, then it matters that they can write bids that are compelling and competitive. If they write documents that your clients pay for (such as reports or letters), then it matters that your staff are able to be clear and professional for the sake of business success.

Writing matters because, for many organisations, writing is business-critical.





The business case

In this exceptionally competitive global market, the need to write clearly and quickly has never been greater.

Improve productivity

As the credit crunch bites, organisations must strive to increase productivity. Structured writing training can dramatically improve the efficiency with which people create documents. And because what is produced is so much easier to understand, this has a knock-on effect upon the working efficiency of readers. The result? Your business becomes more efficient, productivity increases and your organisation becomes just that bit more competitive.

Improve competitiveness

People talk about 'mission-critical technology'. Perhaps they should also think in terms of 'business-critical documents'. The most obvious documents which fall into this category are the commercial life-blood of an organisation - bids and proposals. You might not win a bid on the writing quality alone, but it's all too easy to lose a bid due to sloppy writing.

Improve service quality

There are many businesses that get paid for producing written documents such as reports or consultative letters. In these circumstances, if you improve the quality of your writing, you directly improve the quality of your service.

Writing Machine's Structured Writing training clients include:

- HP
- Thales
- Knight Frank
- UKTI
- Nortel
- BT Global Services
- BT Northern Ireland
- Millipore
- Scottish Widows Investment Partnership
- Epson
- Earls Court & Olympia Venues
- InterSystems
- Mitchells & Butlers
- Munro & Forster
- BMW
- Bango
- Hitachi Data Systems
- Openreach
- Sanderson
- National Car Rental
- Roke Manor Research
- MessageLabs



A structured approach to writing

Writing Machine has developed a broad in-house writing training portfolio based upon our *Core Structured Writing Method*.

All Writing Machine in-house courses take the form of interactive workshops for up to twelve people, with a strong emphasis on practical work and individual tuition. Trainers are experienced professional writers, giving delegates the opportunity to practice proven techniques under the watchful eye of someone who writes for a living.

The Core Structured Writing Method is the basis of our portfolio, underpinning courses designed to suit different writing disciplines. While these courses are all off-the-shelf, each can be customised to reflect, for example, your own internal writing guidelines or by using your company examples for group exercises.

Bespoke writing courses

We regularly adapt our Core Structured Writing Method to suit more specific client requirements. Recently, this has included training on how to use corporate writing styles, how to improve the briefing process for bid production and more effective writing for sales teams.

COURSES

Structured Business Writing



Writing Machine's Structured Business Writing course gives delegates the techniques that professional writers use to make their writing clear, persuasive and efficient.

The course teaches delegates to take a fresh, lateral approach to their business writing, going back to basics and considering who they are writing for, how their audience communicates and what they want to hear.

The course teaches delegates the following seven-step process:

- 1 Objective**
how to consider the audience and the document's purpose
- 2 Structuring**
including writing in Microsoft Word Outline View
- 3 Research**
how to compile source content efficiently
- 4 Briefing**
how to instruct others to deliver good writing
- 5 Drafting**
getting words down on the page - fast
- 6 Crafting**
techniques for making writing clear and engaging
- 7 Reviewing**
how to critically assess their own work and that of others



Writing Machine delivered writing training to a team of brand managers at leading pub and restaurant operator Mitchells & Butlers in 2008. The course was very successful, and plans are underway for more training in 2009.

COURSES

Structured Bid Writing



Writing Machine's Structured Bid Writing course is designed to enable anyone who contributes to bids to produce writing that is clear, engaging, relevant – and competitive.

Based around the Core Structured Writing Method, it teaches delegates how to:

- **Construct Executive Summaries with a strong angle**
to help make bids clearer and more competitive
- **Plan, structure and draft lengthy bid documents**
to make writing faster and more manageable
- **Craft their writing effectively**
to make bids clear, engaging and relevant
- **Identify key messages from existing source material**
to translate facts into benefits

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Writing Machine was selected as a preferred supplier to HP for bid writing and training services during the summer of 2007.

Since then, they have trained many of our bid managers and subject matter experts in their editorial processes. The feedback I have had internally has been excellent.

There is no doubt that the quality of our bid material has improved as a direct consequence of using the services of Writing Machine.”

Andrew Baker,
Bid Management Lead, UK&I GSS,
EDS, an HP company

COURSES

Structured Marketing Writing



Designed for anyone who regularly writes marketing materials, Writing Machine's Structured Marketing Writing course delivers a range of copywriting techniques and tools that will help improve the quality, efficiency and consistency with which written material is produced.

As a professional writing agency and consultancy, Writing Machine provides an insight into techniques and methods for:

- **Getting the most out of your marketing spend**
by setting clear, measurable objectives
- **Overcoming writer's block**
using the right planning processes
- **Spicing up your writing**
to make it more engaging and on-message
- **Building value-added reader relationships**
by adapting a tone and style to suit your audience
- **Taking the pain out of managing other people's copy**
by learning how to brief and review others' work
- **Building confidence with your writing**
by learning to have fun with words

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After searching for writing training courses for some time, I came across Writing Machine's website and agreed with everything they had to say about clear, structured, message-led writing.

Writing Machine delivered training to our non-native English speaking marketing team in Strasbourg with knowledge and enthusiasm.

Once back at our desks we implemented all the learning into on going projects and I immediately saw more compelling and engaging copy being produced by the whole team.”

Bruno Wandji,
European Marketing
Communications Manager, Millipore



COURSES

Structured Report Writing



Writing Machine's Structured Report Writing course teaches delegates how to think, research, draft, craft and review in a structured way.

Reports are long and highly formulaic documents. Because of this, report writing must be a logically structured activity - to ensure that key points are covered off adequately, that content flows coherently, and that the process of writing is relatively fast and efficient.

The course teaches delegates:

- The need for and value of a structured approach to report writing
- The importance of understanding the audience and terms of reference, and how this should guide the research and writing process
- The power of Microsoft Word's Outline View facility for collating, deconstructing and reconstructing their research
- The power of Microsoft Word's Outline View facility for creating the first draft document
- Tips for crafting their writing, to make sure their words are clear and engaging
- How to perform the 'so what?' test, using robust techniques for reviewing report structure, content and style

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Writing Machine was easy to deal with. The course details were very clear and they facilitated changes to the course agenda to suit our requirements. The trainer delivered the course very professionally and managed to build a very interactive atmosphere. I received positive feedback from every participant.

BT Ireland will use Writing Machine again for Structured Bid Writing training and we are already looking at some of their other training courses.”

Kevin Cahill,
Consulting Services Principal,
Professional Services,
BT Ireland



Clear, affordable business sense

Quality structured writing training makes good business sense.
And the good news is it needn't cost the earth.

To discuss how structured writing training could make a difference to your business, please contact Claire Fuller at Writing Machine on 01962 841250 or email her: clairef@writingmachine.com

Writing Machine is a leading provider of writing and training services to marketing communications and sales departments.

We have an international reputation with an impressive client list including organisations such as HP, Nortel, TomTom, BT, Alcatel-Lucent, Siemens, EDS, Thales and SITA, as well as many others.

What makes us different is our editorial focus. It is the time we take to understand, appreciate and typically refine your key business messages before writing. We then use this understanding to deliver compelling copy across the entire sales and marketing spectrum, working with web and design partners to deliver websites, corporate brochures, case studies, white papers, press releases, opinion articles, pre-written content for proposals and executive summaries for 'must win' bids.

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