

# BUSINESS WRITING WITH IMPACT

COMMUNICATIONS PORTFOLIO



**CROWN AGENTS**  
ACCELERATING SELF-SUFFICIENCY & PROSPERITY

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# BUSINESS WRITING WITH IMPACT

## COURSE OUTLINE

At some stage, all managers will be called on to write; this could be anything from a 500-page report or detailed business plan to an email.

These written communications are often used as the basis for critical decision making and can have far reaching consequences. Being able to provide clear, concise and well-thought-out written communications is a highly valuable skill and an important tool for career advancement. Whether short or long, simple or complex, the principles of effective business writing are the same and can be learned.

This highly practical and hands-on course will cover all stages of how to write effectively in the business context. It looks at how to devise a clear plan having identified what needs to be communicated, decide the most effective structure and write sentences that communicate exactly what you want to say without padding or waffle. The programme also covers key points about holding and managing meetings, including note taking.

At the end of the course you will present part of your work to your fellow delegates and receive constructive feedback.

**COURSE OBJECTIVES:** On completion, you will be able to:

- Plan, structure and write with increased skill and confidence
- Deliver better writing, whatever the medium – includes a focus on how to take clear and concise minutes
- Understand key writing techniques to achieve clear and concise language that has an impact
- Employ essential project management skills to work effectively and hit writing deadlines
- Present your ideas with assurance

## KEY TOPICS

- Identifying different types of business writing and the most effective format and structure
- Improving structure and sentence construction and eliminating jargon
- Design options – use of graphics, illustrations and presenting technical or specialist content
- Finding the data you need for reports and presentations
- The review and editing process

This is week one of **The Analysis and Reporting Toolkit**.

DURATION	FEE	DATE	VENUE
05 days	£2,650	13 - 17 May 2024	Dubai
		18 - 29 November 2024	London

## “ON DEMAND” COURSES



In addition to the scheduled dates shown, we are flexible to schedule additional dates to our calendar in a location of your choice. To ensure we can explore adding an additional date, do aim to contact us with your request with a minimum of 4 months' notice to allow the course to be advertised.

## WE REWARD LOYALTY

We offer all our clients a '4+1' loyalty scheme. For every four delegates enrolled from an organisation in any calendar year, we will provide you with one additional place, free of charge.

“The skills and knowledge required will definitely make a positive impact on my job performance, especially in the area of clarity and confidence gained in speech, report and business writing.”

BARBARA ENIMA DARKO, Senior Private Secretary, Ghana Ports and Harbours Authority.  
A delegate attending Business Writing with Impact, November 2019, London.



## FEATURED TRAINER DAVE WELLS

After a long career in Local Government management, David has over twenty years experience as a speaker and trainer covering several key sectors including procurement, supply chain & contract management, business writing & presenting and a range of financial and budgetary associated topics.

He has been a regular Director of Studies and speaker for Crown Agents and has worked with the African Development Bank in Cote D'Ivoire, conducting and delivering a Skills Gap Assessment and bespoke specialist training design for their Procurement staff, conducted via 'Skype'.

He has delivered bespoke courses in-country for the Governments of Albania, Ghana, Libya, Nigeria, Sierra Leone, Tanzania and Botswana, together with a range of scheduled London and UAE based courses. These have mainly focused on Procurement, Contracts, Supply Chain, Budget Management, Risk Management and Business Writing and Presentation.