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# Split Business Writing Course

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In-house programme

Number of delegates: max 10

One day and a half day ten days later

Words Work

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Words Work's unique split course – a day of training, an assignment and a half day of feedback ten days later. Far more effective than a traditional two-day course, but for the same money.

## Part 1 (full day course for up to 10 people)

Introduction

- Why we are all here and what we want to achieve

Selecting the medium

- Why write? When should you phone instead? Should you write a letter or an email?  
*Exercise in pairs followed by group discussion*

Style and tone in writing

- What they are and why they are difficult

Objectives

- Setting concise and precise objectives and why this is important  
*Individual exercise and feedback*

Knowing your audience

- Understanding as much as possible about the readers  
*Group discussion to create formula for future guidance*

Planning the content

- Ways of pulling together all the information you need  
*Tips from tutor and from other delegates, shared with group*

Structure and organisation

- Several ways to structure documents depending on their objectives  
*Individual exercise and feedback*

Reviewing and proofreading

- The differences and their importance  
*Exercise in two groups and feedback*

## Preparation for part 2

- Participants make a list of points they have picked up from the day and want to apply to their writing in future.
- They agree what they are going to send to the tutor a few days before part 2

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### Part 2 (half day course for each of two groups of up to 5)

Reviewing and proofreading

Reminder of the points from part 1.

- Participants read one another's work, and review and proofread it according to a check list provided.
  - One-to-one feedback from tutor and other participants.*
  - Group discussion of points arising (grammar, tone, structure, house style etc)*
- Rewrite
  - Any rewrites indicated by the feedback received*
- Personal action plans
  - What are you going to do differently as a result of the course?*