Writing Dynamics™

- Grab your reader's attention.
- Ensure your key messages are understood.
- Save you and your reader time; write with clarity, brevity and impact.

Face-to-face and online delivery:

- 2 day workshop – in-house and open public.
- Training for trainers – in-house and open public
- Optional 1-2-1 coaching available.

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www.indigobusiness.co.uk

Writing Dynamics™

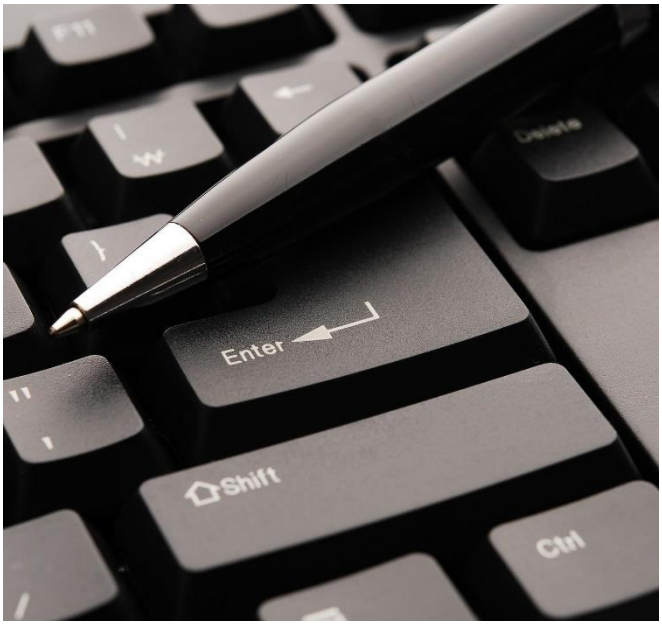
The Problem:

Many talented business professionals work hard on their communication skills. They are successful in meetings, and amaze customers and stakeholders with their insightful knowledge about business. But when it comes to sending that all-important follow-up email, letter or report – they let themselves down with a cluttered, unstructured and poorly written document – often written using AI. The result – documents get skim-read or, at worst, binned.

The Solution:

The 2 day **Writing Dynamics™** workshop teaches you a powerful writing system developed by a team of award-winning writers that breaks the writing process into three separate areas: planning, drafting and editing. It enables you to produce documents of the highest quality while saving you precious time.

The workshop increases the impact of your written word by selecting an appropriate writing strategy, managing the reader's attention and using innovative techniques to highlight the subject's benefits for the reader.



Workshop Benefits:

Address the comment we often hear from our clients: "No matter how strong our professional expertise, our credibility suffers when we cannot write clearly and persuasively."

Using your own documents, through practice, coaching and feedback, **Writing Dynamics™** shows you how to –

1. Get your reader's attention.
2. Ensure your key messages are understood.
3. Save you and your reader time.

"Great techniques to give me more structure and clarity in written comms. Love the practical elements to apply after learning something."
Multinational Technology Company

"It gave me some really useful new tools to use and an understanding of how to better structure my time, and ultimately reduce the time it takes me to write communications."
UK Charity

"Well paced, great resources and information, good balance of exercises, practice, group discussion."
UK Emergency Services

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Workshop Objectives:

The workshop shows how to increase the impact of the written word through selecting an appropriate writing strategy, managing the reader's attention and using innovative techniques to highlight the benefits of the subject for the reader. Our three-stage writing system helps you PLAN using creative and structured thinking, DRAFT in record time and EDIT for impact.

PLAN

De-stress the process and save time:

- Brainstorm your subject matter and organise your ideas quickly.
- Eliminate writer's block.
- Increase productivity with structured thinking to avoid confusion.

DRAFT

Build speed, focus and confidence:

- Construct persuasive messages to engage your audience.
- Tailor your content and tone to grab your reader's attention.
- Effectively format documents for maximum impact.

EDIT

Use The Editors Six Obsessions™ to get results:

- Avoid devastating and costly mistakes.
- Determine the optimal sequence for what you need to say. Making the best impression and driving success.
- Ensure consistent quality, build credibility and maintain professionalism.

While AI can help generate content, it often lacks the depth and impact needed to get your document read. That's why it's crucial to learn the Writing Dynamics™ system. It doesn't teach you how to use AI, it teaches you how to plan, draft and edit – like a professional writer. So you can refine and elevate your handwritten or AI-generated content to ensure it is effective and engaging.

"Easy to relate to as I am not a natural writer and have not come from a strong English Language/grammar background – not my best subject. Well delivered. Course was paced well and recapped effectively. Thank you."
Automotive/Engineering Organisation

Who Should Attend:

Participants who attend our workshop write a wide variety of technical and non-technical documents for physical and online use.

Examples include:

- **Correspondence** – briefings, contracts, e-mails, letters and memos.
- **Manuals/Instruction Guides** – procedural, product inserts, reference guides, service manuals, SOP manuals, technical fact sheets and training materials.
- **Sales and Marketing** – audio/visual presentations, biographies, brochures, business profiles, media releases, newsletters, press kits, proposals, social media/blogs/website copy and tenders.
- **Formal and Informal Reports/Summaries** – annual audits/reports, board reports, business plans, business proposals/RFPs, policies/procedures, risk analyses, vision and mission statements.

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Writing Dynamics™

Training Options:

Train you

Public workshops are the best method for training individuals and small groups. Delivered online and across the UK, they provide a great opportunity for different companies and individuals to come together and learn the tools.

£875+VAT
(per delegate)
2 day public workshop

Group and charity discounts available

Book online: www.indigobusiness.co.uk/wdyn

Train your Team

In-house workshops are the ideal opportunity to train teams and whole departments within your organisation. They provide clarity of training focus and excellent team-building opportunities. They also reduce delegate travel, workshop cost, and environmental impact as we train online or at your premises worldwide.

From
£575+VAT
(per delegate)
per 2 day workshop

Based on 12 delegates

Call us to enquire: +44 (0)20 3836 8640 or email info@indigobusiness.co.uk

Train your Organisation

Become an officially accredited corporate Writing Dynamics™ trainer to roll out the renowned techniques across your organisation.

£250+VAT
(per delegate)
for participant manuals

Plus a one-off
£4745+VAT
for trainer accreditation

Group booking discounts available

Call us to enquire: +44 (0)20 3836 8640 or email info@indigobusiness.co.uk

"A very well-structured course which makes learning enjoyable. I was particularly concerned about the online element. I had wanted a face-to-face course but current restrictions prevented that.

However, I found the whole experience professional and enjoyable. Any concerns about the online delivery were quickly allayed."
Business Consultancy

Communicate
clarity | brevity | impact

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