

# Write to the Top

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Transform your company communications  
with professional business writing training

Effective communication is transformational. It increases productivity, promotes cooperation and team morale, ensures good ideas are heard, fosters a positive company image — internally and externally — and ultimately, enhances the bottom line.

Advances in digital technology mean that 80% of workplace communication today is written, making writing a vital foundational skill for all professionals. Make sure your employees are equipped with the skills and knowledge they need to communicate effectively in written form.

With our Write to the Top packages, your team can learn from the best. Access teachings from our highly experienced communications professionals, through online and live trainings, practice exercises, personal feedback and even private coaching. Our courses offer complete flexibility and can be tailored to your specific needs.

## Modules

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1

### What is good business writing and why does it matter?

Understand why writing skills have become so valuable in the workplace and the difference effective writing makes.

#### Key takeaways

- Why good writing is more important than ever
  - How poor writing can be damaging
  - The benefits of effective writing
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2

### Planning

Skip this vital step at your peril! Learn how planning can save time and ensure you get your message right.

#### Key takeaways

- Popular planning methodologies
  - 3 key things to consider when planning
  - How to build a reader profile
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3

### Clear

Eradicate muddy messages forever and achieve the number one aim in communication - clarity.

#### Key takeaways

- How to hone your key message
  - Language to use
  - Language to avoid
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4

### Concise

Respect your reader's time and make sure your message gets across by learning to be brief.

#### Key takeaways

- Why brevity is so important
  - 2 ways to make your writing more concise
  - Fun ways to practise being brief
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5

### Persuasive

Boost your persuasive power and get the results you want from your communications.

#### Key takeaways

- Why supporting facts are so important
  - How to sound like yourself
  - Tips from the persuader's toolkit
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6

## Email

Master this ubiquitous workplace communication skill.

### Key takeaways

- When email is not the ideal tool
- Perfect email structure
- Email etiquette

7

## Proposals

Win more clients and get your ideas implemented with powerful proposals.

### Key takeaways

- How to write for your reader
- Essential elements of a proposal
- What makes an effective executive summary

8

## Handling difficult communications

Learn to communicate effectively in difficult situations and turn a negative into a positive.

### Key takeaways

- How to say no to colleagues
- How to say no to clients
- How to turn a complaint into an opportunity

9

## Language

Improve your language and increase your confidence, no matter who you're writing to.

### Key takeaways

- Understand why spelling and grammar matter
- The differences between American and British English
- Common errors to avoid

10

## The final polish

Learn about the vital final stage in any writing exercise - the proofread.

### Key takeaways

- Why consistency is important
- Why you need a style guide
- Key style points to remember

## Starter level

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### Video trainings

Participants will discover the key tenets of effective business writing with ten comprehensive video trainings of up to 25 minutes each. Each module addresses a vital aspect of writing for results and includes clear examples and practical tips.

Simply log in and view at your convenience from any device.



### Exercises

Knowledge is nothing without application and reinforcement. Participants will be asked to put their learnings into practice immediately through practical exercises at the end of each module. It's vital to polish a new-found skill until it becomes second nature.

## Pro level

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### *All of the above plus*



### Personal feedback

Participants will be invited to submit their exercises for review by our professional writers and editors. Each participant will get individual feedback on what they are doing well and what they need to work on, along with practical tips on how to improve their writing and of course, plenty of encouragement.



### Forum

Participants will have access to the Write to the Top forum to chat to other budding writers, exchange tips, ask questions and seek feedback. Our writing team visits the forum regularly to provide clarity on any tricky issues.

# Master level

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## *All of the above plus*



### Monthly webinar

Participants can log on to a monthly webinar to build on their new-found writing skills. Each month we will explore a new topic or take a more in-depth look at the material covered in the video trainings. There will also be a Q&A session, allowing participants to get an instant response to their queries. All webinars will be recorded and can be viewed later by participants who can't make the time slot.



### Live training

Participants will have the opportunity to join the Giles team for a full day of live training. This highly interactive session can be tailored to the specific needs of your team, with the overall aim of creating a consistent approach and a clear voice.

# Fast-track add-on

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### Private coaching

Our highest and most effective level of training is recommended for senior executives and rising stars. Participants will work with their own personal writing coach during six phone-in sessions of 40 minutes each. They can get feedback on pieces they're working on, ask all those niggling questions and get tailored guidance and practice exercises. This completely tailored teaching takes writing skills to the highest possible level, fast.



### BONUS

Participants will have email access to their private coach. They can reach out for expert advice whenever they're struggling, have a query or just need a little encouragement.