

## Business writing – one-to-one coaching

### Synopsis

One-to-one  
One hour  
One purpose  
Highly focussed coaching that improves your written work and won't wreck your day!

### Duration

1 hour

### Format

One-to-one coaching session with individual attention and practical guidance. The session will be based on your own work. You select the letters, emails, articles or proposal documents. We review them and help you to improve them.

### Delegates

Anyone who wants to improve their writing skills

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### Outcomes

As a result of attending the course, you will:

- learn to analyse and improve your own written work
- turn bad habits into effective disciplines
- discover an appetite for learning more

### Content

The session will focus on whatever new skills you need to develop. Here are some of the possibilities.

1. Developing a range of styles to suit your readers
2. Setting objectives and using structural tools
3. Checking grammar and punctuation
4. Changing the tone or emphasis
5. Writing persuasively
6. Exposing strengths and disguising weaknesses
7. Communicating about choices and options
8. Making demands and using 'deadlines'