

## Course Outline

### Writing for Communications

In an uncertain world, you need to write with clarity and intention, or risk leaving success to chance. Yet when realities keep shifting, crafting communications that deliver your desired outcome can be a challenge.

This course will teach you the fundamentals of writing, so your words have impact.

Experience practical exercises, energizing group discussions, and feedback from our internationally experienced business consultant and trainer. Master how to capture attention, motivate action and manage risk with your words. Deliver more predictable results, in a productive yet imaginative way.

#### Who it's for

- Corporate communicators who want to elevate their writing skills and confidence.
- Senior leaders who want to captivate and persuade internal teams and external audiences.

#### What you'll learn

- Strategies to stay relevant and resonate—aligning topics and themes to your business objectives, brand, market shifts and macro trends.
- Ways to harness storytelling to be creative in a risk-averse world and make your message land.
- How to identify your point, get to it quickly and structure content for different channels and platforms.
- Simple techniques to adapt brand tone of voice and style so messages are crisp and compelling, no matter your goal, audience or communication.
- How people think and act, and ways to apply behavioral science principles to personalize content, capture attention and motivate action.

#### Your experience

In a live, one-day workshop or virtual intensive, we will interrogate critical techniques, principles and frameworks, using examples from world-leading companies. You will apply these tools to wide-ranging communications, mastering how to adapt your writing to suit different scenarios, audiences, channels, platforms and goals.

- Learn practical techniques and frameworks you can apply immediately at work.
- Experience hands-on practice with expert guidance from a professional trainer.
- Progress a project on your to-do list using your new skills.

For more information please contact Emily at [Emily@andrews-partnership.com](mailto:Emily@andrews-partnership.com)