

**“Giving you the know-how
on how successful businesses write...”**



BUSINESS IMPROVEMENT: WORKSHOPS OR INDIVIDUAL MENTORING
(DELIVERED TO YOU IN-HOUSE, UK AND INTERNATIONALLY)

WRITING SKILLS FOR MANAGERS

Master word power to lead your teams, make strategic links
and develop relationships

OVERVIEW: THE PROBLEM

- Even at the pinnacle of your career, you won't last as a great leader if no one can understand your messages and if no one follows you.
- The more you know, the more expert you are, the more difficult it can be to write concisely. Ironically simplicity can impress readers more. Customers and employees will know what you mean. If the message is right, they will allow you to lead them and they will also know what they must do to boost company success.

TQI builds on experience gained over more than 15 years of successful international consulting and appreciates the very real challenges you face. TQI also understands how to deliver the expert support you need to underpin your professional know-how. This includes writing for the real life business scenarios you will encounter.

OUTCOMES: THE SOLUTION

For whatever you need to write, whenever you need to write it, TQI shows you an easy four-step system (outlined in the Better Business_English series) so you will benefit from immediate, improved business writing results.

You have the flexibility to choose just the topics you need e.g.:

- Corporate communications generally
- Briefing (e.g. contact centres, manuals, handbooks)
- A corporate approach to writing e-mails
- Recruitment / Performance Evaluations / PR
- Executive reports, summaries, audits, minutes - and more

NEW! Every delegate receives a copy of the relevant book from Fiona Talbot's Better Business English series **FREE!**

For fuller details of this service or to request customised solutions for your business English writing needs, please contact Fiona Talbot, TQI Word Power Skills - here to help you at every stage of your career

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