



Writing Machine  
Academy

Structured Writing Method™

Transform the way your business writes

Unique eLearning and blended training solutions





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# Welcome to Writing Machine Academy

Our mission is to help organisations improve the English language writing capabilities of their staff including those requiring specialist training for people writing bids and tenders.

We achieve this by providing world-leading eLearning and blended business writing courses based on our unique *Structured Writing Method™*. For nearly 30 years this method has been used by our sister company, Writing Machine Agency, to create marketing and bid content for many of the world's most recognised brands.

There are two courses available: **Structured Business Writing** and the more advanced **Structured Bid Writing**.

- **Write with greater confidence**

Banish the fear of the blank page.

- **Write with greater clarity**

Your delegates will write more clearly, thanks to the structured approach and their new ability to write for scan readers.

- **Become more competitive**

Messaging techniques will make your team produce proposition that stand out from the crowd.

- **Become more professional**

The enhanced structure in your company documents will make the writing more focused, compelling and professional.

- **Become more productive**

Your team will be able to write documents that are right first time, every time.

- **Think more clearly**

Structured writing means structured thinking.

“Writing Machine Academy’s Structured Business Writing course has not only improved the way we write our reports, it has also changed the way we think as a business.”

Learning and Development Consultant, Principality Building Society





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# Learn the way that suits your business

Both courses are available in three delivery options:

- **eLearning**

Available anytime, anywhere, for 12 months, eLearning is available wherever your students have a connection to the web. To help you roll the training out, we provide an administrator console and our free 'Ambassador Programme'.

- **Blended learning**

This augments the eLearning with a one day onsite workshop tailored to the needs of your team. Options include individual pre- and post- course writing assessments carried out by a professional writer, as well as a three month follow-up day.

- **Virtual blended learning**

This augments eLearning with a series of one hour, virtual classroom lessons, tailored to the needs of your team. The virtual classroom technology enables you to bring teams together from all of the world at a fixed time each week.

## The Ambassador Programme

Free resources to help clients provide executive sponsorship supported by 'Ambassadors' – internal trainers or team leaders – who are able to launch the training to teams and to follow up directly with individuals.

## Your branded eLearning portal

Your own version of the eLearning which includes your company branding and bespoke features such as best practice examples, company specific training and discussion forums.





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# Structured Business Writing

## Transform the way your team writes business English

**Structured Business Writing** teaches a variety of techniques and processes to enable people to improve the quality of the documents they produce. By teaching a structured writing process, the course also enables people to write much more efficiently.

Typical outcomes of the training include a significant improvement to both the professionalism and productivity of any business.

The course teaches students how to:

- **Implement an effective writing process**  
making business writing more efficient, and leading to better quality documents.

- **Clarify objectives and messages before writing**  
leading to clearer and more focussed writing.
- **Effectively plan and structure documents**  
to create a logical flow and speed up the writing process.
- **Use clear and concise language**  
to get their points across.
- **Improve the quality of writing**  
to make business documents look more professional in appearance and easier to scan-read.
- **Proofread their writing**  
to ensure their documents are free of mistakes.

“My writing will totally change.”

Deloitte delegate

For those opting for the ‘**Blended eLearning**’ and ‘**Virtual Blended eLearning**’ options, the workshop elements are optimised to meet the learning objectives of your team.

Contact us for more information about our specific offering for Higher Education





# Structured Bid Writing

## Transform the way your team writes bids

When competing for large international contracts, it's not enough to have a technically excellent, credible and cost-competitive solution. Organisations lose bids simply because they can't articulate a clear, compelling and competitive proposition.

In this context, bid writing skills are critical. Good writing can, quite simply, improve your organisation's win rate.

**Structured Bid Writing** is a more advanced version of the Structured Business Writing course. It is designed for people working in companies that are competing for international business through a formal bid process, typically in English. The course teaches processes, techniques and shortcuts which dramatically improve people's ability to write bid documents which are clearer, more concise, compelling and competitive.

The course includes all the learning from the Structured Business Writing course and also teaches students how to:

- Carefully analyse the requirements of a bid
- Write compelling and competitive bid messages
- Effectively plan and structure bids
- Craft executive summaries and individual answers
- Answer complex questions
- Create storyboards to transform collaborative working
- Optimise documents for scan readers and scoring
- Review work to ensure that every bid is as professional as possible
- Work more productively

For those opting for the 'Blended eLearning' and 'Virtual Blended eLearning' options, the workshop elements are optimised to meet the learning objectives of your team.

"The course has made a huge impact on the way I approach key documents (not just bids). Straight away I have been able to use it on my current work. Rather than jumping straight to Word, I now look to really understand my key messages and the structure I am looking for." Thales delegate





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Structured Writing Method™

# Writing Machine's unique *Structured Writing Method*™

Writing Machine Academy's training courses teach the *Structured Writing Method*, one of the world's most advanced business writing methods. This is a process with four key stages: Objective Setting, Messaging, Structuring and Crafting.

Objective  
setting

## Objective setting

All documents must be created for a known purpose. Objective setting can profoundly affect everything else that happens subsequently – from structure, to message, to tone of voice.

Messaging

## Messaging

Every business document exists to communicate a certain message. The *Structured Writing Method* provides clear guidance on how to make such messages as clear, concise, competitive and compelling as possible.

Structuring

## Structuring

The heart of the *Structured Writing Method* is the fact that documents need to be structured to suit their purpose. By using word processing tools to create an effective structure significantly improves the quality of the document and makes the writing process itself very much faster.

Crafting

## Crafting

A key principle of the *Structured Writing Method* is that writing is the very last thing you do. But it's still important to look at several ways to improve the quality of writing at this last stage. This section covers areas including: Writing for scan readers; Engaging readers; Writing with clarity; Writing with authority; Grammar and punctuation; Proofreading.





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# Training you can trust

We have taught many of the world's leading brands.

- ABB
- Adelphi Group
- Advanced Health & Care
- BBA
- BT
- Deloitte
- DLA Piper
- Experian QAS
- Hitachi Data Systems
- Hewlett Packard
- Hymans Robertson
- Indra Navia
- ITV
- Kcom
- Millipore
- Mitchells & Butlers
- Monitor
- National Car Rental
- NATS
- Norland Managed Services
- Olive Group
- Openreach
- OpenText
- Principality Building Society
- Prudential
- QinetiQ
- SABMiller
- Sanderson
- Telstra
- Thales
- UK Trade and Investment

“I would like to say that this was one of the best courses I have attended in a long time (possibly ever).” *Hewlett Packard delegate*





# Writing Machine Academy

Structured Writing Method™

## Contact us

Every company's writing training challenges are different. To get more information or to discuss your challenges in more detail, get in touch and let's start a conversation.

"The team has absorbed many valuable skills and techniques for creating and communicating clear and concise messages in their writing with greater confidence. The interactive eLearning format is great. It lets each participant proceed at their own pace and the ability to re-visit course modules over weeks and months is a useful tool for reinforcing and refreshing the learning experience." **Special Advisor, Indra Navia AS**

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