

MyPD

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Business Writing Skills

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The CPD Certification
Service

Dear Delegate,

I am delighted to welcome you to your MyPD training course.

At MyPD, we are passionate about supporting your professional growth. Our courses are carefully designed to be engaging, practical, and relevant, ensuring that you leave equipped with valuable knowledge and skills that you can immediately apply in your role.

Throughout the course, you will have the opportunity to share experiences, collaborate with others, and explore new ideas in a supportive and stimulating environment. Our trainers are dedicated to creating an interactive and enjoyable learning experience, and we encourage you to make the most of your time with us by asking questions, participating fully, and embracing new perspectives.

Whether you are here to build upon existing strengths, tackle new challenges, or simply refresh your skills, we are here to support you every step of the way.

Thank you for choosing MyPD for your professional development.

I wish you every success on your learning journey.

Kind regards,
Reuben Carr
Training Manager





Getting the most out of your training

Zoom Joining Link

Topic: Business Writing Skills

Time: 14th August 2025, 9:30AM

Join Zoom Meeting

<https://us02web.zoom.us/j/83079207097>

Please follow the link and Lorraine will admit you on arrival.
There is no password required.

How to use Zoom Guide

All our courses are run exclusively via Zoom. If you are unfamiliar with Zoom and do not have it downloaded, you can find instructions on how to download and operate it via the link below.

[Zoom Guide](#)

Our loyalty discount

This discount entitles attendees to a 20% discount on any future conference/training course being run by MyPD in the next 12 months.

Please quote code **EVENT20** at the start of your booking.

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Business Writing Skills Training Course



Duration: Full Day

Overview

Working in a professional environment requires you to write a wide range of documents (including emails, letters, minutes, policy documents, reports and research summaries,) often for different audiences and mediums. People receiving these documents want to be able to read the (sometimes complex) information quickly and easily. They also want the information to be accurate – and the document free from grammar mistakes and typos.

The Business Writing Skills training course focuses primarily on good business writing principles that can be used across a range of business documents. It does not cover specific documents such as reports, guides, policies, etc. It uses examples, discussions, exercises and feedback to give attendees the knowledge and confidence to write a range of accurate, clear and concise business documents.

Learning Outcomes

- Consider the needs of the reader and tailor writing accordingly
- Structure documents appropriately so it's easy for the reader to follow
- Use different structure templates for different types of documents
- Adapt writing style and language for different purposes, platforms and audiences
- Produce a skeleton and create a first draft more easily
- Help decision-makers find the information they need faster
- Use signposting and transition phrases to ease flow
- Edit out unnecessary words to make writing clear and concise for the reader
- Make your writing inclusive and accessible for wider audiences
- Avoid common grammar mistakes

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Agenda

9:30	Registration and Overview
9:50	• Determining the purpose of the document • Considering the target audience(s) and how this will affect your writing • Agreeing the message that will engage your audience(s)
10:15	Turning Source Material into a First Draft • Finding, creating or summarising source material • Creating a skeleton of key points to include • Avoiding the pitfalls of ‘first draft perfection’
11:00	Break
11:15	Using Templates to Structure the First Draft • The inverted pyramid template to structure informative material • The AIDA template to structure actionable material • The difference between reports and proposals templates
12:00	Adapting Writing Style for Different Audiences and Purposes • Why you need to adapt your writing styles • Striking the right balance between professionalism and formality • Avoiding jargon and unnecessary ‘big’ words
12:45	Lunch
13:45	Differentiating Between Drafting, Editing and Proofreading • The essentials of each discipline • How to make your writing flow • Techniques to make your writing clear, concise and accessible
15:00	Break
15:15	Avoiding Common Grammar Mistakes • Using punctuation correctly • Avoiding run on sentences and fragments • Matching subjects to verbs • Choosing between active and passive • Using the right personal pronoun
16:30	Summary and Close *Programme subject to change

Trainer Profile: Lorraine Forrest-Turner



Lorraine Forrest-Turner is an accomplished freelance writer and communication skills trainer with over 24 years of experience in the field. Based in South East England, Lorraine has dedicated her career to helping businesses and professionals enhance their communication through expert training and tailored workshops.

Since 2013, she has been working as a self-employed specialist, delivering high-impact training in public relations, copywriting, presentation skills, and business writing for a diverse range of clients, including the CIPR, PRCA, Big Fish Training, and the HPS Group. Her clients span from leading brands like BMW, Mazda, McLaren Construction, and Sovereign Housing, to organisations such as GlaxoSmithKline, Oracle, and the Royal Bank of Scotland.

Lorraine's expertise also extends to creative writing, having penned over 30 stage plays, some of which are published by Samuel French and Lazy Bee. Her plays focus on themes of fragility and the complexities of relationships, with notable productions including Jam Doughnuts at the ADC Theatre in Cambridge and The Legend of Jonny Spry at The Dugdale Centre.

As an Approved Trainer for the Chartered Institute of Public Relations (CIPR) and a PR trainer for the PRCA, Lorraine has been delivering engaging workshops on effective communication skills for over two decades. She is passionate about empowering her audiences, helping them refine their written and spoken communication, whether for internal or external purposes.

Your Needs, Your Training. Tailored Solutions for Every Client.

At PDG, we understand that every organisation has unique needs, that's why we offer tailored in-house training solutions to help your team develop the skills and expertise they need to thrive. Our in-house courses are designed to align with your organisation's specific goals, ensuring that your employees gain the knowledge they need in a way that is both relevant and impactful.

Our Process

Consultation

We begin with a comprehensive consultation to understand your audience, review existing challenges, and identify specific problem areas and desired learning outcomes.

Development

Our team develops a tailored training solution, leveraging subject matter expertise to create a proposal that aligns with your organisational objectives.

Proposal

We provide a detailed proposal that outlines the scope, costs, and terms, ensuring transparency and clarity for your decision-making process.

Pre-Delivery Meeting

We conduct a pre-delivery meeting with the trainer or subject matter expert allowing for necessary adjustments to ensure the training meets your expectations.

Delivery

The training is delivered by our qualified facilitators, focusing on engagement and interaction to enhance participant learning and retention.

Evaluation

We carry out a thorough evaluation to assess the effectiveness of the programme and gather feedback, ensuring alignment with your training goals and identifying opportunities for future enhancements.



BOOK A MEETING

to discuss bespoke courses
for your team

Woody Maxey-Graham

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THANK YOU FOR CHOOSING
MYPD FOR YOUR
PROFESSIONAL DEVELOPMENT
WE HOPE TO SEE YOU AGAIN SOON



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