

Write what you mean

A course designed to make your words count



A generation of executives has grown up lacking a vital skill: good, accurate English. Because grammar and punctuation are rarely taught in schools and universities, otherwise talented professionals have become insecure and uncertain about how to communicate on the written page.

Write What You Mean is the answer. The course provides a strong grounding in correct, accurate English; and shows how you can find an effective, confident style that makes your work easier to write – and much, much easier to read.

Write What You Mean is about removing the barriers that come between you and your message. You will avoid mistakes, win your client's trust and earn higher evaluation scores. Your words will literally count for more.

Write What You Mean is one of a number of coaching events run by Strategic Proposals Ltd to improve the effectiveness of sales, marketing, bid and proposal team performance.

Please contact Richard Jenkins on +44 (0)778 227 6585 or rj@strategicproposals.com to discuss this or any other training requirements.

The course

One day combination of group and individual work. Topics covered: common mistakes; punctuation; sentence structure; vocabulary; formality versus informality; pacing; and developing a house style or a personal signature.

The course leader

Mark Jones (right) works with some of the UK's biggest brands and media organisations. His writing appears regularly in *The Times*, *The Financial Times* and *Business Life*. He is a past editor of *Campaign*, *High Life* and the *Evening Standard* features section. As a proposal writer, his work has played a key role in successful pitches to Tesco, Dulux, MCC, British Airways, WWF-UK and Liontrust Asset Management. He is a past BSME editor of the year and *Travelex* travel writer of the year.



Get analysed

Want to know how effectively and clearly you write? Send a short sample of your work to Mark Jones at wwym@strategicproposals.com and he'll offer you an instant analysis.

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