

WHAT YOU WILL LEARN

In this course you will learn to use tools common in prose writing to help speed up your writing and make you able to write text that communicates your ideas better. Along with these tools you will also learn to use construction tools that allow you to design really effective introductions and bring more clarity to your writing as a whole.

The last topic in the course is how to organise your writing in such a way that you can experience success in every part of the writing process. The result is that you will increase the impact of your writing, overcome obstructions on the way and get it done in less time.

All in all you will learn to:

1. write great sentences that resonate with the voice in the mind of the reader
2. be aware of the pitfalls you have with writing
3. prevent to step into these pitfalls and repair your text after writing a draft
4. create a through line in your text that provides clarity and excitement
5. get into the writing flow at any given moment in time
6. organise your writing process more effective than you do now.

ALSO POSSIBLE

This course covers the basics of what we have in store to apply creative techniques to your writing. If you aim to get more excitement in your writing the Excite Your Story is a good alternative. You can also do both courses as the overlap is not too big.

PRACTICALITIES

Creative Tools for Business Writers is a four half day course. You will be provided with a booklet detailing the course content. When you complete at least 80% of the course you will receive a certificate at the end. The maximum number of participants per trainer is 8, If more participants want to take the course. If that is required the course has to be organised with 8 participants per trainer. If there are more participants, the course can be taken with two trainers and 16 participants.

You can take this course as an individual in our open course offer. If enough of your colleagues are interested, the course can also be taken together at your place of work. As set-up, we would need a classroom tables in a

WHO FOR?

Creative Tools for Business Writers is designed for every scientific writer who wants to improve the writing process on all levels, ranging from writing great sentences to composing an entire reports.

ABOUT ARTESC

Artesc builds a bridge between the performing arts and communication in science, teaching, business and law. At present, our theatre and prose skills courses are used to improve professional communication in seven countries.

We are proud to have helped thousands of scientists, teachers, business and law professionals to reach a substantially higher level of presenting, teaching and writing.

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CREATIVE TOOLS FOR BUSINESS WRITERS

Write, Reach & Get the writing done

Here is an idea. Why not stop gazing at an empty page and learn to write reports and proposals with maximum impact on the reader in less time.

Creative Tools for Business Writers will help you to write better and faster using tools from prose writers. You will learn to write sentences that resonate with the mind of the reader and paragraphs that allow your reader to breathe. Most important, you will learn to create a through line in your text that prevents your reader from losing track and that allows you to connect to the specific needs of your stakeholders.

Along with that you will also learn to speed up your writing process, prevent writers block and at the same time write with more pleasure and ease.

Creative Tools for Business Writers:
All you wanted to know about writing,
except for boring grammar!

YOUR IDEAS CREATE OPPORTUNITIES
LET THEM FLY TODAY

Artesc