

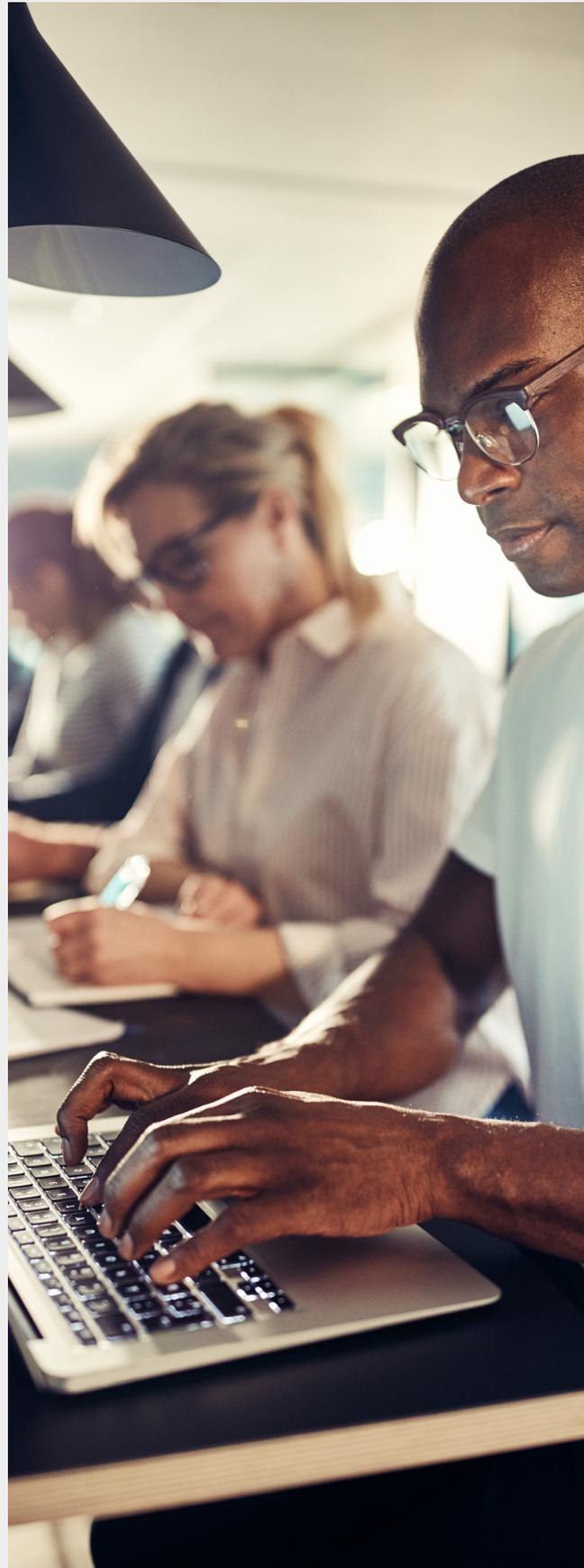


# HOW TO CHOOSE THE BEST **BUSINESS WRITING COURSE**

## FOR GROUPS

Customized training  
for individuals and groups  
online, virtually, and onsite

Learn more at  
[www.instructionalsolutions.com](http://www.instructionalsolutions.com)



To be successful in business today you must be able to communicate effectively through [professional writing](#). The ability to write clearly and convey complex information logically is a huge competitive advantage in any industry

Specifically, [this skill](#) helps teams succeed at work, demonstrate their expertise, and avoid costly errors. Taking a business writing course will help take your team's writing to the next level.

At Instructional Solutions, we have nearly 25 years of teaching business writing courses. Below is a clear guide to help you [choose the best business writing course](#) for your organization (and make the most of your financial investment!).

## STEP 1

### DEFINE YOUR GOALS

Specific writing goals help you choose a course that best fits your groups' needs and the outcomes you want to achieve. Here are a few examples of common organizational writing goals:

- Reduce expensive communication mistakes
- Clearly convey insights and business opportunities
- Standardize the writing style across a division

Once you've determined the goals of the training, identify overall strengths and weaknesses amongst the group. You want to ensure that the training you choose not only matches the goals but is also structured to help address any unique skillsets or especially weak points.

[Learn about why goals are important and how to determine your starting point](#) >>

## STEP 2

### EVALUATE COURSES AND PROVIDERS

#### Create project brief

First, outline your training program objectives. Review the goals, weaknesses, and strengths of your team. Add even more details to create your project brief.

This project brief clarifies what you are looking for in a writing program. It also helps companies like Instructional Solutions understand your project needs.



#### Outline unique requirements

These are elements that are distinct to your project. Identify these requirements to ensure that the training is built to support them.

Here are a few examples of unique requirements we have helped design:

- Industry-specific elements
- Company writing models
- Scalability of the course to multiple geographic areas
- Integration with internal training programs
- Specific reporting, tracking, and registration
- Document compliance for regulatory board review
- Coaching for major documents
- Individual coaching and mentoring
- Ongoing educational program



## Create evaluation criteria

With your project brief and unique requirements in hand, determine course evaluation criteria to evaluate your training options.

[Here is a helpful rubric](#) we developed to help you successfully evaluate courses. This rubric highlights value, rather than price as the lowest cost option does not always offer the best value.

## Interview, evaluate, and select

Use your unique evaluation criteria to review the course options. During this stage, talk with the course provider. Discuss details such as outcomes, timeline, and budget. Select the training provider who best fits your evaluation criteria.

## Design course

Your selected course provider can now create the writing training program according to your project criteria. Ensure that this step is a collaborative process between your company and the provider.

## Kickoff and execution

Launch the program once the course is ready. This means it's time to enroll students and track results. Work with your provider to evaluate the program and participant progress periodically. Make updates to the training if needed.

**Schedule a call so we can recommend the best training solution for your team's unique needs while maximizing your budget.**

## STEP 3

### REVIEW TYPES OF COURSES

At Instructional Solutions, we offer many courses for groups – from practicum courses in proposal and report writing to our best-selling business writing techniques course.

Courses are structured similarly. However, the content for each course depends on the objectives.

[View our business writing courses, and decide which course best matches your specific goals >>](#)

### EXAMPLES OF COURSE TYPES:



#### EFFECTIVE BUSINESS WRITING

**Learn to write any document faster and more effectively**

Self-paced

Two scenario-based writing exercises

Written feedback



#### TECHNICAL REPORT WRITING

**Write any report with instructor guidance in this practicum course**

Self-paced

Two writing exercises based on any report

Written feedback

One-on-one coaching session to review report



#### ADVANCED WRITING + COACHING

**Master any document with this course + coaching model**

Self-paced

Two writing exercises based on any document

Written feedback

Two one-on-one coaching sessions

[Browse all of our group course options >>](#)

## STEP 4

### ANALYZE THE STRUCTURE AND METHOD

The first thing you should look at when analyzing a course structure is the [pedagogy](#) (the theory and practice of how to best teach).

Instructional Solutions courses are based on Robert Gagne's theory of adult education, designed for high-performance individuals in professional industries.

Look for courses that offer personalized instructor feedback on actual writing exercises. Not many courses offer feedback outside of mere editing of common grammar mistakes.

Training can also be offered as **self-paced online courses, instructor-led virtual sessions, or in-person full-day workshops**. Each method naturally allows for [different types of customization and engagement](#). As you consider the options, think about what your team needs to succeed.

[These questions will help you decide the best structure and method for your team's training >>](#)



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