

Write to Win

For a more effective business writing style

Do you want to learn a simple, fresh way to write
compelling documents?

MatchPoint's *Write to Win* is a half day, hands-on workshop followed by focused, personal coaching sessions. The workshops are designed to help each member of your team adopt a lighter, sharper style that is focused on its message, structured to persuade, clear, concise, forceful and human.

Overview

So many business documents are let down by just one thing - their writing style. They are too heavy, boring and confusing to hold the reader's attention, so they stand little chance of being interesting or understood. In this workshop we will review and benchmark your current style and then coach you towards a more effective way to write.

Learning outcomes

Attendees of this workshop will be able to:

- Focus a message
- Structure information to persuade
- Express themselves clearly
- Make their point succinctly
- Write with conviction
- Achieve the right tone for the task.

About MatchPoint

MatchPoint is a specialist consultancy that helps win competitive bids and approvals for new projects. We have helped win more than \$40 billion of contracts and investment funding – for the largest and smallest clients, across industries, and around the world. MatchPoint's workshop presenters are experts in their field – we live and breathe bids – let us help build your skills and master the business process of winning.

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