

Business Writing Skills for Investment Professionals

Course Agenda



Agenda

<p>09:00 – 10:00</p>	<p>Opening The Red pen room</p> <ul style="list-style-type: none"> • What’s frustrating about board materials and other business documents? • Review of sample paragraphs in documents to identify what’s wrong with them
<p>10:00 – 10:45</p>	<p>Know what you’re saying Introducing the QFOR-A framework</p> <ul style="list-style-type: none"> • Introducing the five statement types (Questions, Facts, Opinions, Recommendations & Actions) • The difference between fact and opinion • Applying the framework
<p>10:45 – 11:00</p>	<p>Coffee break</p>
<p>11:00 – 12:00</p>	<p>Building narrative & key messages Introducing The Pyramid Principle by Barbara Minto</p> <ul style="list-style-type: none"> • Introducing the five statement types (Questions, Facts, Opinions, Recommendations & Actions) • The difference between fact and opinion • Applying TPP & QFOR-A
<p>12:00 – 12:45</p>	<p>Making narrative understandable and reducing the cognitive load Introducing The Flesch-Kincaid scoring system</p> <ul style="list-style-type: none"> • The common cause of vague business writing • Applying Flesch-Kincaid
<p>12:45 – 13:30</p>	<p>Lunch break</p>

13:30 – 14:30	Gallery walk Reviewing examples of board material <ul style="list-style-type: none">• Applying techniques from the morning’s session• How to recognise good and bad commentary
14:30 – 15:30	Writing for different situations The difference between emails, board commentary, minutes and other performance narratives <ul style="list-style-type: none">• Exercise to review different narrative across different scenarios
15:30 – 15:45	Coffee break
15:45 – 16:30	AI as a writing partner Where AI adds value <ul style="list-style-type: none">• Getting the best out of AI; how to query and how to review and edit AI output
16:30 – 17:00	Closing and key messages The red pen returns <ul style="list-style-type: none">• Returning to the opening exercise and reviewing by applying all the techniques covered during the day• Key messages and take homes• Personal commitment – what will you different from tomorrow?