

# CORE COMMUNICATION SKILLS:

## BUSINESS WRITING

### TEMPLAR ADVISORS

#### Templar gives people the skills to write confidently, clearly and persuasively

Language matters. How we write and speak, whether we get our message across, or whether we confuse or alienate our intended audience. It matters. Well written, clear communications build strong relationships with clients and help to win new business. Badly written, sloppy communications damage client relationships and make it much harder to engage or persuade target audiences.

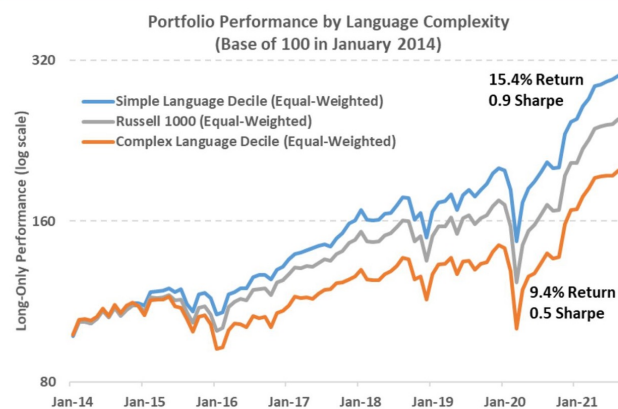
#### EVIDENCE SHOWS THAT POOR WRITING CAN HURT THE BOTTOM LINE

Everyone in the business will benefit from being able to communicate in a way that is clear, succinct and engaging.

An inability to get messages across clearly and concisely can alienate clients, put off investors and even lead to problems with the regulator.

*Research from Nomura (right) shows companies whose executives use the most complex language on earnings calls produce lower returns.*

##### Simple Earnings Call Language Helps, Complex Language Hurts



Note: Shows performance for monthly rebalanced sector-neutral portfolios of the decile of stocks in the Russell 1000 associated with the earnings calls that used the simplest language (blue line), and the decile of stocks associated with the most complex language (orange line). Also shows the performance of the Russell 1000 portfolio (gray line). All three portfolios are equal-weighted. Period is January 2014 through August 2021.

#### HOW WE WORK WITH YOU

We'll talk to you about your objectives, the people attending the workshop, and the kinds of written communications you want to work on. The training is then tailored to suit your aims.

**Session 1. Language:** We'll cover the mistakes people in business tend to make when they write - how to avoid them - and look at the **Five Pillars** that underpin all good writing.

**Session 2. Structure:** How to structure written work so it is concise, easy to scan and persuasive. A masterclass in telling compelling stories that win people over.

**Session 3. Practical:** We'll work through real examples – such as RFPs, client emails, or pitches – and rewrite and restructure according to what we've learned in sessions 1 and 2.

*"Any intelligent fool can make things bigger, more complex, and more violent. It takes a touch of genius — and a lot of courage - to move in the opposite direction."*

*E.F. Schumacher*

#### HOW TEMPLAR HELPS

We coach people how to write and structure communications that are clear, succinct and persuasive. Each session is tailored to make it directly relevant to the client. It could be a sales team looking to craft a winning RFP, a VC team looking to persuade investors with a succinct and powerful investment memo, or a wealth manager needing to strike the right tone with client emails. We work regularly with clients on:

- RFPs
- Investment memos
- Pitches
- Market commentaries
- Research reports
- Client emails
- Articles and blogs
- Internal communications.

#### BIOGRAPHY



Charlie Corbett has spent 20 years making the complex, simple. First as a financial journalist – including at the *FT Group* and *The Wall Street Journal* – and then as a financial communications consultant, executive coach, and author. He won *The Plain English Campaign's Communicator of the Year* in 2018, and his book *The Art of Plain Speaking* won the *Short Business Book of the Year* at the 2019 Business Book Awards. He joined Templar in 2022.