



## Cross-border Writing Skills for European Employees

### Background

As the bank has made acquisitions and grown organically across Europe, HBOS has placed great importance on maintaining and developing the skills of all staff in these locations. HBOS's Chester-based Learning & Development team, in consultation with Corporate Europe, identified a requirement in the Frankfurt, Amsterdam, Madrid and Paris offices for improving report writing skills and written communication between their teams and back to Head Office.

Communicaid, HBOS's existing partner for world language training, was selected to work in partnership with the L&D team to design and deliver tailor-made writing programmes concurrently in all four locations.

### Training Objectives

The key requirements of the training were to:

- Develop written skills towards a harmonised pan-European benchmark
- Review and adopt key principles of Plain English and current best practice in drafting business documents

### Challenges

The main challenges were seen as:

- Ensuring a consistent approach and trainer methodology in each location
- Adapting the core content of the course to the individual learner needs and nationalities

### Training Approach

Draft course content was designed by Communicaid. All 30 participants then carried out self-assessments and completed pre-course training assignments. After analysing these documents Communicaid's team modified the one-to-one programmes for each location taking into account the strengths and weaknesses of each individual.

All training was delivered by Communicaid's dual-qualified Communication skills trainers, both expert communication trainers and commercially experienced.





## Cross-border Writing Skills for European Employees

### Proposed Solutions

- The training began with a half day launch seminar providing delegates with a comprehensive overview of the principles of good, clear commercial writing
- Five follow-up individual sessions allowed each delegate to develop their own specific skills and work closely with their trainer on authentic business documents
- A final “wrap-up” group workshop allowed the group to re-visit the key principles, share learning and measure their progress

### Results

Participants are now more confident writing business documents and incorporate best practice into their reports and correspondence.

### Contact Details

For more information about how Communicaid can assist you and your organisation, please contact our Business Development Team:

T: +44 (0)20 3370 8580

F: +44 (0)20 3370 8581

E: [info@communicaid.com](mailto:info@communicaid.com)

W: [www.communicaid.com](http://www.communicaid.com)

© Communicaid Group Ltd. 2006

### Client Feedback

“My trainer made my course an extremely rewarding experience. Time flies when you’re having fun! Her training approach was excellent and I feel more confident in my written communication as a result.”

Business Analyst  
HBOS Paris

