

Turning “Numbers People” Into Powerful Communicators at a Top Financial Services Firm

Workforce Development That Adds Up

Business writing is making a comeback. Four out of five employers name “written communication skills” as the quality they value most in employees. That’s because clear writers know how to make things easy to understand. That matters in every field.

Customer since: 2014

One of the largest commercial banks in the United States is raising the bar on polished writing organization-wide. Through a partnership with SkillPath that began more than a decade ago, they’re providing ongoing writing training tailored to department-specific uses.

“It’s taking people who are brilliant in financial matters and showing them how to communicate best with people who barely look at their bank statements,” explains SkillPath trainer.

Program Objectives

- Drive consistent customer experiences with clear, concise writing
- Boost internal collaboration and productivity with strong communication
- Help technically-proficient employees communicate with confidence and ease
- Ensure written communication holds up to regulatory scrutiny

Approach



Format: A two-part SkillPath virtual instructor-led training program delivered 10x annually.

Two-hour sessions feature activities and facilitation specific to the types of writing done by employees in various corporate roles across the country.



Location: Sessions are virtual to accommodate participants in 25+ states.



Curriculum titles:

- *Effective Business Writing Part I: The Basics of Business Writing*
- *Effective Business Writing Part II: Building Credibility With Strong Written Communication Skills*

Progression

Over more than a decade, the business writing program has grown and expanded.

- 1 Initially, employees at all levels of the organization enrolled in one live, virtual writing course offered monthly. It drew more than 500 participants.
- 2 Soon, word spread, interest spiked and content got more nuanced.
- 3 Now different departments — from HR to client account coordination — have separate sessions capped at 25 learners each and filled with writing exercises for scenarios handled by those cohorts. There's pre-work, two 2-hour sessions and homework. The program also involves the leaders in each department, who attend the sessions and support the SkillPath trainer when job-specific examples or situations are discussed. As new departments are added, those scenarios and writing situations expand to fit

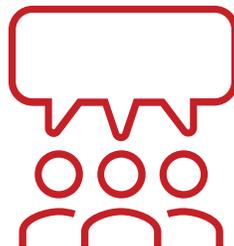


Impact

“Doing the job without the fluff.” The No. 1 challenge learners identify and that the program addresses is how to write concisely. That means organizing thoughts better, removing information the audience doesn't need, avoiding jargon and cliches, and writing everything in active voice.

Minimizing points of regulatory deviation. What employees put in writing is forwardable anywhere (including bank examiners or legal counsel). For this financial institution, the training provides guidelines and practice in both internal and external communication scenarios — essential to adding consistency in a tightly regulated industry.

Connection. This ongoing training program gives employees at this nationwide financial services firm the opportunity to share experiences, connect and learn together — and gives everyone a common approach to communication.



“Communication is hard,” says SkillPath Content V.P. Katie Parrish.
**“But if you're going to lean on words to bring all that information forward,
it's an area that deserves attention.”**

Learn more about our workforce development programs

1-800-873-7545 www.skillpath.com