

HUMAN SKILLS COURSE OVERVIEW

Course Category:
Improve
Communication

Course Name:
Effective Online
Writing Skills: *Crafting
Communications that
get Results*

COURSE DURATION: 1 Day

Gauteng

3rd Floor, 34 Whiteley Road,
Melrose Arch
Johannesburg
2196

Gauteng

192 on Bram
192 Bram Fischer Drive
Ferndale, Randburg
Johannesburg
2160

Cape Town

1st floor, TBE, 3 Bridgeway,
Bridgeway Precinct,
Century City,
7411

Durban

9 Mountview Close
Broadlands
Mount Edgecombe
Durban
4302



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COURSE OVERVIEW

Attending a business writing skills course is essential for professionals aiming to enhance their communication effectiveness in the business world.

Participants will learn to craft professional emails, business letters, reports, and proposals, while also gaining insights into effective editing and revising strategies. The programme includes special topics like writing for digital platforms and cross-cultural communication to address the evolving needs of the global business environment.

DELIVERY METHOD

Our courses have flexible delivery options:

- In-person classroom training at the Impactful training facilities
- Virtual instructor-led training
- Nationally on-site at the client

COURSE OBJECTIVES

This practical **one-day course** offers a comprehensive learning experience, starting from the basics of clear, concise writing to advanced techniques in persuasive and technical writing.

COURSE OUTLINE

Module 1: Introduction to business writing

- The importance of effective business writing
- Understanding the audience
- Setting the purpose of your writing

Module 2: Basics of good business Writing

- Clarity and conciseness
- Tone and language
- Avoiding common grammar and punctuation errors

Module 3: Writing effective emails

- Write a professional email
- Email etiquette
- Practical rules for writing e-mails

Module 4: Other forms of business writing

- Create collaborative agendas
- How to take good notes
- Use technology for writing minutes
- How to make sure what is agreed in the meeting is actioned
- Report writing techniques

Module 5: Advanced business writing skills

- Persuasive writing strategies
- Executive Summaries and proposals
- Technical writing basics

Module 6: Editing and revising

- The art of self-editing
- Peer review and feedback
- Finalising Your document

Module 7: Special topics in business writing

- Writing for digital platforms
- Cross-cultural communication
- Legal considerations in business writing