

HUMAN SKILLS COURSE OVERVIEW

Course Category:
Improve Communication

Course Name:
Effective Business
Writing Skills:
*Crafting written
communications that
drive 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

 087 941 5764

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COURSE OVERVIEW

Participants will learn to craft clear, concise, and impactful written communication that drives results, enhances credibility, and strengthens relationships with stakeholders.

COURSE OBJECTIVES

By the end of this course, you will be able to:

1. Understand the principles of effective business writing and its impact on professional success.
2. Develop skills to write with clarity, conciseness, and coherence.
3. Learn to tailor messages for different audiences and purposes.
4. Master the art of persuasive writing to influence and persuade stakeholders.
5. Enhance proofreading and editing skills to produce error-free documents.
6. Gain confidence in writing various business documents, including emails, reports, proposals, and more.

COURSE OUTLINE

Module 1: Introduction to Effective Business Writing

- Importance of writing skills in the business world
- Common writing challenges and how to overcome them
- Principles of effective business writing

Module 2: Writing for Clarity and Impact

- Understanding your audience and purpose
- Structuring your message for clarity
- Using clear and concise language
- Employing active voice and strong verbs

Module 3: Persuasive Writing Techniques

- Principles of persuasion in writing
- Crafting compelling arguments and proposals
- Using evidence and logic to support your case
- Emotional appeals in business writing

Module 4: Email Etiquette and Best Practices

- Writing professional emails
- Subject lines that get attention
- Email structure and tone
- Managing email threads and responses

Module 5: Writing Effective Business Reports and Proposals

- Structuring reports and proposals for readability
- Executive summaries and abstracts
- Presenting data and findings
- Writing conclusions and recommendations

Module 6: Proofreading and Editing Skills

- Common grammatical and punctuation errors
- Editing for clarity, coherence, and conciseness
- Proofreading techniques and tools
- Finalizing and formatting documents for presentation

Module 7: Practical Application and Exercises

- Writing exercises based on real-life business scenarios
- Peer review and feedback sessions
- Personalized coaching and improvement tips

DELIVERY METHOD

Our courses have flexible delivery options:

- In-person classroom training at the Impactful training facilities in Johannesburg, Durban and Cape Town
- Virtual instructor-led training
- Nationally on-site at the client