



Better Business Writing Skills: Communication Course

15 - 19 Mar 2027
Casablanca



Better Business Writing Skills: Communication Course

Ref.: 36059_4901 **Date:** 15 - 19 Mar 2027 **Location:** Casablanca **Fees:** 4100 **Euro**

Course Overview:

The course is designed to refine your business English communication skills, focusing on better business writing skills essential for today's fast-paced corporate world. As part of our communication skills courses offering, we provide comprehensive training for communication skills, ensuring that every participant leaves with enhanced clarity, precision, and effectiveness in their professional writing. We offer a unique approach to learning with a blend of theory and practical application. This course is not just another communication skills course but a targeted program to hone secretary skills, management communication skills, and much more, setting a solid foundation for successful business communication.

Target Audience:

- Secretaries seeking to refine their secretary skills.
- Managers looking to improve their management communication skills.
- Professionals aiming to build better business writing skills.
- Individuals seeking a comprehensive course on communication skills.
- Translators and Content Writers aiming to enhance their writing proficiency.

Targeted Organizational Departments:

- Administration
- Management
- Human Resources
- Marketing

Targeted Industries:

- Consulting
- Financial Services
- IT Services
- Advertising & Marketing

Course Offerings:

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

- Enhance their business English communication skills.
- Improve their secretary and management communication skills.
- Develop better business writing skills.
- Experience immersive training for communication skills.
- Gain from a comprehensive communication skills course.

Training Methodology:

The course adopts an interactive and immersive approach to learning, featuring communication skills workshops, case studies, group work, feedback sessions, and hands-on training for communication skills. This is more than just a writing skills course; it's a comprehensive guide to mastering business English communication skills, management communication skills, and secretary skills. Each module focuses on practical application, giving participants the opportunity to implement their learning in real-world scenarios.

Course Toolbox:

The 'Effective Writing Skills For Business' course will provide:

- A workbook containing practical exercises to refine your business English communication skills.
- A toolkit to enhance secretary skills, including checklists and templates.
- Online resources and reading materials for better business writing skills.
- Case studies focusing on management communication skills.
- Access to communication skills workshops.



Course Agenda:

Day 1: Understanding Purpose and Audience

- **Topic 1: Purpose and Audience Analysis:** Understanding the result you want from the document, knowing your audience, and assessing their interaction with the information.
- **Topic 2: Identification of Information Needs:** Understanding what information the audience requires and gauging their level of knowledge about the information.
- **Topic 3: Audience Persuasion:** Does the audience need proof? How to plan writing to multiple audiences.
- **Reflection & Review:** Reflect on the importance of knowing your audience and understanding their needs for effective communication.

Day 2: Drafting the Purpose Statement

- **Topic 1: Document and Communication Type:** Deciding the type of document or oral communication to use in specific scenarios.
- **Topic 2: Purpose Statement Construction:** Picking a verb that describes what the document does and assembling the five parts into a purpose statement.
- **Topic 3: Purpose Statement Controversies and History:** How to use the purpose statement to settle controversies and an overview of how purpose statements made history.
- **Reflection & Review:** Review how a well-crafted purpose statement can guide communication and resolve disputes.

Day 3: Fact Selection and Point Organization

- **Topic 1: Fact Selection:** How to use the purpose statement as a guide in selecting relevant facts for your communication.
- **Topic 2: Point Writing:** Writing points using short words in short sentences and evaluating points to eliminate irrelevancies and redundancies.
- **Topic 3: Point Order:** Understanding how to order points for maximum impact.
- **Reflection & Review:** Reflect on the importance of well-organized and relevant information in business communication.



Day 4: Draft Composition and Coherence

- **Topic 1: Draft Composition:** Learn how to compose the draft body, conclusion, introduction, and if necessary, the executive summary and abstract.
- **Topic 2: Draft Review:** Reviewing the draft for organization and logic, using sentence outlining techniques to improve organization.
- **Topic 3: Coherence Editing:** How to edit for coherence - repeating keywords, using transition words, ensuring each paragraph begins with a point, and applying visual devices.
- **Topic 4: Clarity Editing:** How to edit for clarity - using concrete and specific words, active voice, simplifying tense, identifying and replacing ambiguous pronouns, and more.
- **Topic 5: Economy Editing:** Cutting redundancies and useless words for concise communication.
- **Topic 6: Readability Test:** Measuring readability using the Gunning Fog Index, replacing long words with short words, and breaking long sentences.
- **Reflection & Review:** Review the importance of creating a coherent, well-structured draft and the significance of clear, concise, and readable communication.

Day 5: Specialized Writing Skills

- **Topic 1: Press Release Writing:** Crafting effective press releases to communicate news and announcements.
- **Topic 2: Speech Writing:** Techniques for writing impactful speeches for various occasions.
- **Reflection & Review:** Review key learnings from the course, reflecting on the specialized skills gained and identifying areas for future development.

How This Course is Different from Other 'Effective Writing Skills For Business' Courses:

The 'Effective Writing Skills For Business' stands out as a comprehensive communication skills course that offers a unique blend of theory and practice. Unlike other communication skills courses, our course emphasizes improving secretary skills, managers communication skills, and better business writing skills. Our hands-on approach ensures you receive immersive training for communication skills, equipping you with essential tools for your professional journey. We pride ourselves in our well-rounded approach, integrating various teaching methodologies into our communication skills training.



Training Course Categories

Agile PM and Project Management Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

Data Analytics Training and Data Science Courses

Environment & Sustainability Training Courses

Finance and Accounting Training Courses

Governance, Risk and Compliance Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Marketing, Customer Relations, and Sales Courses

Occupational Health, Safety and Security Training Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses



Training Cities

Accra Ghana	Al Jubail Saudi Arabia	Amman Jordan
Amsterdam Netherlands	Athens Greece	Baku Azerbaijan
Bangkok Thailand	Barcelona Spain	Berlin Germany
Cairo Egypt	Cape town South Africa	Casablanca Morocco
Chicago USA	Doha Qatar	Dubai UAE
Frankfurt Germany	Geneva Switzerland	Istanbul Turkey
Jakarta Indonesia	Johannesburg South Africa	Kuala Lumpur Malaysia
Kuwait Kuwait	Langkawi Malaysia	Lisbon Portugal
London UK	Madrid Spain	Manama Bahrain
Marbella Spain	Milan Italy	Montreux Switzerland
Munich Germany	Muscat Oman	Nairobi Kenya
New York USA	Paris France	Phuket Thailand
Porto Portugal	Prague Czech Republic	Riyadh Saudi Arabia



Training Cities

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Egypt

Singapore

Singapore

Tashkent

Uzbekistan

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