

Course Name

Business Writing Skills

Sector Name

Interpersonal Skills and Self Development

Document Type

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Business Writing Skills

Course Introduction

This Virtual online program aims to take the participants to that professional level of business writing by helping them focus on each little detail and master the business writing keys. It will enrich participants' writing skills, especially in writing effective emails as a means of communication. The participants will be introduced to the general rules for writing different business documents effectively, and it also provide the participants with how to write the most common business documents by using the right format, improving writing style and tone, and developing efficient writing habits. A simple email or letter can resolve a complex situation. This advanced business writing skills course emphasizes how a clear and concise message is the key to delivering a powerful message in today's business world.

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Target Audience

- ✓ Executive Secretaries
- ✓ Executive Personal Secretaries
- ✓ Personal Secretaries
- ✓ Executive Assistants
- ✓ Personal Assistants
- ✓ Office Managers
- ✓ Administration Managers
- ✓ Management Secretaries
- ✓ Senior Assistants

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Learning Objectives

- ✓ Recognize the principles & techniques of professional writing through case studies
- ✓ Describe how to interact and communicate effectively
- ✓ Discover the writing process by trial and error to excel
- ✓ Writing their first draft, considering the readers' types and the document's Scope & objectives
- ✓ Organize the information and content in a solid sequence
- ✓ Use powerful writing guidelines such as punctuation, style, tone & grammar to write for excellence
- ✓ Identify different types of reports
- ✓ Apply persuasive techniques while writing
- ✓ Apply email etiquette rules to have a professional email

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Course Outline

✓ 01 Day One

Essentials of Effective Business Writing

- ✓ Purposes of Effective Business Writing
- ✓ How to Meet the Reader's Needs and Expectations
- ✓ How to Use Techniques for Overcoming Writer's Block

First Draft

- ✓ Different reader's audience
- ✓ Determine your document's objectives
- ✓ Establish your scope and structure

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Course Outline

✓ **02 Day Two**

Organizing your information

- ✓ Summary: Summarize the message
- ✓ Action – What action is required?
- ✓ Facts – What are the facts?
- ✓ Evidence – Include material to support your conclusions
- ✓ Revising, Editing & Proofreading

Writing Guidelines

- ✓ Layout & Paragraph Guidelines
- ✓ Content, Sentence Structure & Grammar
- ✓ Style & Tone
- ✓ Punctuation & Spelling Check

Writing Powerfully and Persuasively for Any Situation

- ✓ Put yourself in your reader's shoes
- ✓ Guaranteed persuasion techniques
- ✓ Using a critical eye to make sure you're presenting your ideas logically
- ✓ High-impact wording
- ✓ Document presentation & flow

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Course Outline

✓ 03 Day Three

Responding to complex situations through writing

- ✓ Building rapport with your audience
- ✓ Managing expectations: responding to bad news
- ✓ Managing expectations: saying no
- ✓ Effectively handling difficult individuals
- ✓ Hostile: responding assertively
- ✓ Pessimist: sticking to facts
- ✓ Nagger: setting the rules
- ✓ Mr. Know-it-all: staying focused
- ✓ Egoist: getting descriptive
- ✓ Manipulator: taking the initiative

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Course Outline

✓ Day 04

E-mail Etiquette

- ✓ E-mail Subject, Attachments, Signature, and addresses
- ✓ Smart tips for presenting complex information in your e-mails
- ✓ The most common mistakes that people make when writing an email, and how to avoid them
- ✓ Tips for writing shorter e-mails that still get your full message across
- ✓ When is e-mailing inappropriate?

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Course Outline

✓ Day 05

Report as an effective communication tool

- ✓ An overview of Report writing basics
- ✓ The importance of reports
- ✓ Types of reports
- ✓ The general structure of reporting
- ✓ Attitudes in writing

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 6, 2027	June 10, 2027	5 days	4250.00 \$	Bahrain , Manama
Dec. 14, 2026	Dec. 18, 2026	5 days	4250.00 \$	UAE , Dubai
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Aug. 30, 2027	Sept. 3, 2027	5 days	5950.00 \$	Switzerland , Zurich

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