BUSINESS WRITING SKILLS

US 12153 / NQF Level 4 / 5 Credits

Mastering key skills for professional, clear and impactful business writing

Technology has revolutionised the way we write, making communication faster and more accessible than ever. With tools to check spelling and grammar at our fingertips, writing has become easier - but that doesn't mean it's always effective. To truly connect with your audience, business writing must be clear, structured, and professionally polished.

Good business writing is more than just putting words on a page; it's about choosing the right format, applying the rules of writing, and adapting to your audience's needs to ensure your message is received as intended. Whether crafting an email, business letter, or short report, writing with precision and structure helps to enhance clarity and professionalism.

This course is designed to polish your writing skills, helping you refine emails, letters, and reports while strengthening your command of grammar and punctuation. You will learn how to structure messages for ease of reading, ensuring that key information is conveyed clearly and concisely. Through practical exercises, you will develop the confidence to write with impact and credibility.

WHO SHOULD ATTEND

- Employees new to the workforce
- Employees responsible for drafting emails, reports, and business correspondence
- Anyone who wants to improve clarity, conciseness, and professionalism in their writing

HOW YOU WILL BENEFIT

- Plan and organise your thoughts for greater clarity and impact
- Identify your audience and tailor your writing to their needs
- Structure documents effectively for readability and engagement
- Use the correct tone to ensure professionalism and appropriateness
- Apply punctuation, grammar, and formatting rules for polished writing
- Write compelling business emails, letters, reports, and proposals
- Proofread and refine your writing to eliminate errors and enhance flow

Two-day course 08:30 -16:00
Tel: (031) 267 1229
sales@kznbtc.co.za / www.kznbusinesstraining.co.za

WHAT WILL BE COVERED

The essentials of business communication

- Understanding the fundamental principles of effective writing
- The golden rules of business communication
- How clear writing enhances credibility and professionalism

Planning and structuring for impact

- Identifying your audience and their expectations
- Structuring your document for clarity and impact
- Setting the right tone to match the context and audience
- Techniques to emphasise key messages effectively

Writing with precision – grammar, punctuation, and style

- The correct use of punctuation for clarity (apostrophes, commas, colons, etc)
- Writing numbers and handling common spelling challenges
- The rule of three – how to structure ideas for impact

Adapting your writing for different business contexts

- Writing clear and professional business letters
- Email etiquette and best practices
- Structuring persuasive business reports
- Formatting guidelines for readability and professionalism

Polishing your writing – proofreading and editing

- Enhancing readability with layout and formatting
- Spotting and correcting common writing mistakes
- Rewriting for clarity, coherence, and engagement

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