



# Better Business Writing Skills: Communication Course

16 - 20 Dec 2024  
Casablanca



**AGILE LEADERS**  
Training Center



# Better Business Writing Skills: Communication Course

**Ref.:** 36059\_248531 **Date:** 16 - 20 Dec 2024 **Location:** Casablanca **Fees:** 3300 Euro

## 'Effective Writing Skills For Business' Overview:

The "Effective Writing Skills For Business" 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 a 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:

This course is suitable for:

- 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.

## Targeted Organizational Departments:

The 'Effective Writing Skills for Business' course can significantly benefit the following departments:

- Administration improving secretary skills
- Management fostering better managers communication skills
- Human Resources enhancing overall communication skills training
- Marketing refining business English communication skills

## Targeted Industries:

Industries that would gain the most from 'Effective Writing Skills For Business' include:

- Consulting requiring advanced communication skills courses
- Financial Services demanding meticulous management communication skills
- IT Services where better business writing skills are vital
- Advertising & Marketing needing effective business English communication skills

## Course Offerings:

The 'Effective Writing Skills For Business' course will enable participants 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 'Effective Writing Skills For Business' 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 does the audience require 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.
- Reflection & Review: Review the importance of creating a coherent, well-structured draft.

## **Day 5: Editing for Clarity, Economy, and Readability**

- Topic 1: Clarity Editing: How to edit for clarity - using concrete and specific words, active voice, simplifying tense, identifying and replacing ambiguous pronouns, and more.
- Topic 2: Economy Editing: Cutting redundancies and useless words for a concise communication.
- Topic 3: Readability Test: Measuring readability using the Gunning Fog Index, replacing long words with short words, and breaking long sentences.
- Reflection & Review: Reflect on the importance of clear, concise, and readable communication. Review key learnings from the course and identify 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.

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



**AGILE LEADERS**  
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## Gamified and Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



## Our Training Categories

We cover a wide range of training categories to cater to different needs and interests

- Branding, Marketing, Customer Relations, & Sales Programs
- Finance and Accounting Programs
- Human Resources Management Programs
- Management & Leadership Programs
- Political & Public Relations Programs
- Project Management Programs
- Quality & Process Management
- Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.



## Where to Find Us

You can join our training programs at our centers located in



We also offer online training sessions through the Zoom platform.

- Malaysia**  
Kuala Lumpur
- Morocco**  
Casablanca
- Spain**  
Barcelona
- France**  
Paris
- UK**  
London
- Italy**  
Rome
- Egypt**  
Cairo  
Sharm El-Sheikh
- Turkey**  
Istanbul
- Georgia**  
Tbilisi
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