



Better Business Writing Skills: Communication Course

15 - 19 Sep 2025
Casablanca



Better Business Writing Skills: Communication Course

Ref.: 36059_4900 **Date:** 15 - 19 Sep 2025 **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



Finance and Accounting Training Courses



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



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



Training Course Categories



Marketing, Customer Relations, and Sales Courses



Occupational Health, Safety and Security Training Courses



Oil & Gas Training and Other Technical Courses



Personal & Self-Development Training Courses



Quality and Operations Management Training Courses



Secretarial and Administration Training Courses

Training Cities



Accra - Ghana



Amman - Jordan



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Baku - Azerbaijan



Bali - Indonesia



Bangkok - Thailand



Barcelona - Spain



Cairo - Egypt



Cape town - South Africa



Casablanca - Morocco



Doha - Qatar



Dubai - UAE



Geneva - Switzerland



Istanbul - Turkey



Jakarta - Indonesia



Johannesburg - South Africa



Training Cities



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Langkawi - Malaysia



London - UK



Madrid - Spain



Manama - Bahrain



Milan - Italy



Nairobi - Kenya



Paris - France



Phuket - Thailand



Prague - Czech Republic



Rome - Italy



Sharm El-Sheikh - Egypt



Tbilisi - Georgia



Tokyo - Japan



Vienna - Austria



Zanzibar - Tanzania



AGILE LEADERS
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**Zoom - Online
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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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