



## **Better Business Writing Skills: Communication Course**



**AGILE LEADERS**  
Training Center



## **Better Business Writing Skills: Communication Course**

### **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.

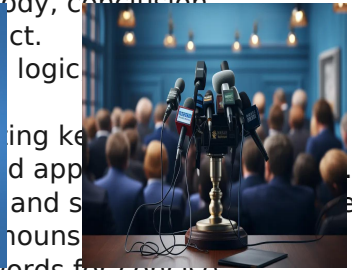
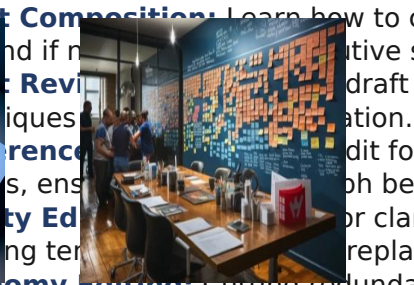
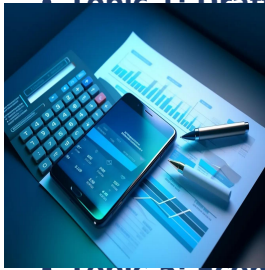
### Day 2: Drafting the Purpose Statement

- **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.

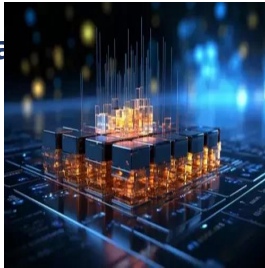
### Day 3: Fact Selection and Point Organization

- **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 Training Course Categories



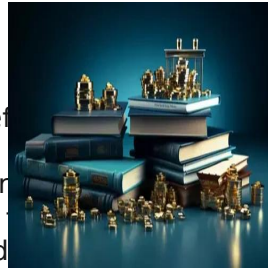
- **Topic 1: Draft Composition:** Learn how to compose the draft body, conclusion and if necessary, a separate section for the draft conclusion. Logical structure, using key words and appropriate language and style, and ensuring the draft is clear, concise, and readable.
- **Topic 2: Draft Review:** Review the draft for clarity, coherence, and readability. Use the Gunning Fog Index, replacing long words with short words, and breaking long sentences.
- **Topic 3: Economy Editing:** Cutting redundancies and useless words for concise communication.
- **Topic 4: 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.



**Data Analytics Training and Data Science Courses**



**Environment & Sustainability Training Courses**

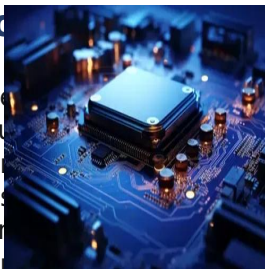


**Governance, Risk and Compliance Training Courses**



**Human Resources Training and Development Courses**

## How This Course is Different from Other 'Effective Writing Skills' Courses



The course is designed to provide a comprehensive, practical, and interactive learning experience. It covers all the essential skills and techniques required for effective writing, from the basics of grammar and punctuation to advanced topics like persuasive writing and public speaking. The course is structured to be engaging and interactive, with a focus on practical application and real-world examples. It includes a variety of activities, exercises, and assignments that will help you to develop your writing skills and confidence. The course is also designed to be flexible, allowing you to learn at your own pace and on your own terms. It is a valuable resource for anyone looking to improve their writing skills and communicate more effectively in the workplace.

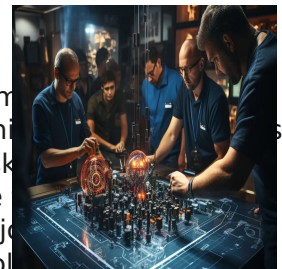
**IT Security Training & IT Training Courses**



**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**





**AGILE LEADERS**  
Training Center

## Training Cities



**Accra - Ghana**



**Amman - Jordan**



**Amsterdam - Netherlands**



**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



**Kuala Lumpur -  
Malaysia**



**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**  
Training Center

# Training Cities



**Zoom - Online  
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**  
Training Center

## CONTACT US

 UAE, Dubai Investment Park First

 +971585964727  
+447700176600

 [sales@agile4training.com](mailto:sales@agile4training.com)