

Business Writing Skills

Baku (Azerbaijan)

1 - 5 March 2027

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Business Writing Skills

Code: PS32 From: 1 - 5 March 2027 City: Baku (Azerbaijan) Fees: 5200 Pound

Introduction

In today's fast-paced professional landscape, effective written communication is more critical than ever. Business writing skills empower professionals to convey ideas clearly, influence decisions, and enhance collaboration across departments. Whether you're an early-career employee or a seasoned executive in the MENA region, mastering business writing is essential for strategic success and operational efficiency.

This course is designed for executives, team leaders, and specialists in both the public and private sectors—spanning industries such as oil and gas, banking, telecom, government, HR, marketing, and project management. It equips participants with the practical tools to write professionally, persuasively, and with impact across multiple formats and audiences.

Course Objectives

- Understand the fundamentals of effective business writing.
- Apply proper grammar, tone, and structure in workplace documents.
- Write clear and concise emails, memos, and reports.
- Tailor writing to diverse audiences and professional contexts.
- Organize complex ideas into coherent, actionable formats.
- Enhance persuasiveness in internal and external communications.
- Identify and eliminate common writing mistakes.
- Develop skills for editing and revising professional texts.
- Improve overall business communication confidence.
- Align writing with institutional branding and tone.

Course Outlines

Day 1: Fundamentals of Business Writing

- Introduction to professional writing principles.
- Understanding purpose, audience, and clarity.
- Differences between business and academic writing.
- The writing process: planning, drafting, editing.
- Tone and voice in business environments.
- Practical exercise: rewriting unclear messages.

Day 2: Structure and Organization

- Organizing thoughts into clear outlines.
- Headings, bullet points, and visual clarity.
- Paragraph construction and logical flow.
- Transitions and connectors for better readability.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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- Opening and closing a document effectively.
- Workshop: analyze and structure sample business texts.

Day 3: Emails and Business Correspondence

- Writing professional, concise emails.
- Managing tone in internal and external communications.
- Formatting subject lines and calls-to-action.
- Handling complaints, follow-ups, and approvals.
- Language of courtesy and diplomacy.
- Peer review: email samples and improvement suggestions.

Day 4: Reports and Document Preparation

- Types of business reports and their purposes.
- Executive summaries and recommendation writing.
- Presenting data in written form clearly.
- Visual elements: tables, charts, and formatting.
- Structuring reports for decision-making.
- Assignment: create a short analytical report.

Day 5: Editing, Feedback, and Application

- Proofreading techniques and editing strategies.
- Grammar checks, punctuation, and formatting tools.
- Improving clarity, brevity, and tone.
- Practice: revise a previous assignment using feedback.
- Group presentations of final written documents.
- Summary of learning outcomes and certification process.

Why Attend this Course: Wins & Losses!

- Enhance your business writing confidence and impact.
- Increase efficiency in daily written tasks.
- Improve your credibility with stakeholders and clients.
- Learn to structure messages for faster understanding.
- Reduce errors and misunderstandings in communication.
- Strengthen leadership presence through written expression.
- Apply techniques immediately to work settings.
- Earn a recognized certificate to boost your professional profile.

Conclusion

Business writing is a core professional skill—not just for writers, but for anyone looking to lead, influence, or collaborate effectively. This course delivers hands-on experience, proven frameworks, and tailored guidance to help participants write with clarity, confidence, and purpose.

By the end of the program, you'll be able to craft impactful documents that drive results and elevate your professional presence across industries.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is white and black squares. In the background, there are concentric circles.

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Blackbird Training Clients

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFS Kuwait
 Reserve Bank of Malawi Malawi	 Central Bank of Nigeria Nigeria	 Ministry of Interior Kingdom of Saudi Arabia KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
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 North Oil Company North Oil company,	 EKO Electricity EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman Authority for

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Blackbird Training Categories

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Management & Leadership
Agile and Elevation

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