BLACKBIRD FOR TRAINING

Business Writing Skills

19 – 23 April 2027
Casablanca (Morocco)



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Ref: 3254985_328071 **Date:** 19 – 23 April 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

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.
- 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.

