



Staff Training



BUSINESS WRITING SKILLS

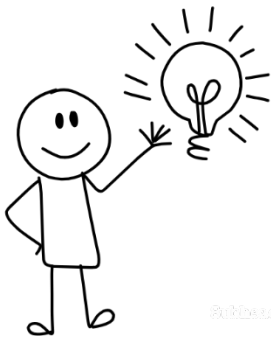
This course equips learners with the principles and practices of professional business writing, enabling them to produce accurate, polished, and impactful communication.

Duration: 2-Days

Business Writing Skills

Course Overview: What is Business Writing Training?

This 2-day Business Writing Skills course equips professionals with the tools to create clear, polished, and impactful written communication. In today's digital workplace, where emails, reports, and social media represent organisations, mastering professional writing, business communication, and AI-assisted writing is essential. Designed for South Africa's diverse workforce, this course helps professionals communicate effectively, adapt to various audiences, and leverage AI tools while maintaining authenticity and accuracy.



This workshop bridges traditional writing skills with modern AI-powered tools, showing learners how to balance efficiency with professionalism.

Through practical activities, peer reviews, and AI-assisted exercises, learners will develop both confidence and competence in producing written communication that builds trust, saves time, and protects organisational reputation

Who Should Attend this Course?

Ideal for professionals who write in the workplace, including those seeking to refine their business writing skills, adapt tone for diverse readers, and integrate AI writing tools effectively. Whether drafting emails, reports, or proposals, this workshop ensures your communication stands out with clarity and professionalism.

Written Communication

Learning Outcomes

By the end of this 2-day business writing workshop, participants will:

- Apply the **Six C's of Business Writing** (Clear, Concise, Correct, Courteous, Convincing, Complete) to produce high-quality documents.
- Tailor tone and style to suit different audiences and workplace scenarios.
- Structure professional **letters, emails, reports, and proposals** with confidence.
- Use **AI tools** for drafting, refining, and proofreading while maintaining ethical standards and professional judgment.
- Avoid common writing errors and produce clear, engaging, and professional communication.



Content

Introduction to Business Writing	• Importance of clear business communication in the digital age. • Building trust and professionalism through writing. • Adapting to email and social media communication trends.
Understanding Your Audience and Tone	• Identifying four reader personality types. • Balancing formal and conversational styles. • Using empathy, courtesy, and direct language in professional communication
The Six C's of Business Writing	• Clear: Eliminate ambiguity. • Concise: Remove unnecessary words. • Correct: Ensure grammar, spelling, and factual accuracy. • Courteous: Use respectful and professional language. • Convincing: Persuade with strong evidence. • Complete: Include all essential details.
AI in Business Writing	• Understanding AI writing tools and their limitations. • Using a Draft → Refine → Deploy workflow. • Selecting ethical AI tools and avoiding over-reliance.
Practical Writing Applications	• Crafting professional business letters, emails, and reports. • Structuring proposals and crisis communication for impact. • Writing for cross-cultural and persuasive contexts
Editing, Proofreading, and Clarity	• Spotting common errors • Proofreading and editing strategies • Quick tips for clear, engaging writing • Using AI for proofreading and clarity checks
Hands-On Practice	• Identifying and correcting common writing errors. • Applying proofreading and editing strategies. • Using AI tools for clarity and quality checks.

Why Choose This Course?

Backed by Staff Training's expertise, this workshop blends practical skills with modern tools to elevate your business writing. In South Africa's diverse and globalised workplace, clear and professional communication is a game-changer. Master business emails, reports, and proposals while leveraging AI tools to stay ahead.

Transform your professional writing skills in just one day and achieve workplace communication success!

SAQA US ID	NQF LEVEL	CREDITS	US TITLE
12153	4	5	Use the writing process to compose texts required in the business environment

The unit standards above are an indication of the content of the workshop. Our workshop theories are designed to include the outcomes recommended by SAQA US IDs.

Continue reading to learn more about our optional add-on's, and to find the outline for this course's specific Afterburner. Contact us should you have any queries or need assistance, we're standing by to take your call!

Optional Purchases: When ROI and Implementation Matter!

At Staff Training, we understand that each individual and/or organisation has unique needs and goals. We have developed a range of valuable, but optional purchases to maximise your training outcomes:

SETA Accredited training options

Most of our workshops are aligned with SETA Accredited unit standards, **or** you can opt for the fully accredited version of your workshop choice. This includes a certificate of competence when successfully completed. All other certificates are certificates of attendance.

The Afterburner

Afterburners are an optional addition to selected workshops. These continued learning courses include a re-cap of material covered during the workshop and continue to expand on both knowledge and skills development for the workplace. An outline of Afterburner content is included in this document, if available for the chosen workshop.

Skills Check

Skills Assessment Checks are a further optional enhancement tool. These Skills Checks are structured to help the learner improve on the implementation of new skills through a goal driven process of accountability and reflection. Skills Checks are extremely useful in the measurement of ROI of soft skills training.

LevelUp Coaching

A 2 hour, one-on-one coaching option for those who would like to address and build on the knowledge they gained during training. These sessions are particularly useful for unpacking real life scenarios and assisting with converting theory into practice under the tutelage of an experienced coach.

Surveys

Pre- and post-workshop surveys are available to help determine your specific goals and current training or change related needs. Surveys are a great measurement tool and help determine the impact of HR and management efforts.

PowerPath Coaching

A powerful investment into your future leaders. One-on-one leadership coaching with the globally acclaimed Enneagram as the self-mastery tool.

Staff Training is an accredited IEQ9 Provider. Our Enneagram offerings include a SETA Accredited version of a leadership development workshop as well as an emotional intelligence and Enneagram combination. You can also explore our specialist hybrid offerings of workshops and coaching below.

[Enneagram Group Coaching Journey](#)

[Enneagram: Insight to Action](#)

Afterburner Content (Optional add-on)

Writing Business Proposals	• Emphasise clarity of purpose in informal proposals, including background information, proposed solutions, cost implications, and a strong conclusion. • Differentiate between solicited proposals (e.g., RFIs, RFPs, RFQs) and unsolicited proposals, each requiring tailored responses to client needs. • Address specific client requirements in formal proposals, ensuring responses meet the exact criteria outlined in requests for information. • Convince potential clients of an unmet need through personalised proposals, demonstrating how your solutions effectively address their requirements.
Enhancing English Business Writing	• Craft effective emails using clear subject lines, concise paragraphs, and proper email etiquette. • Master techniques for writing business letters, asking questions, making polite requests, and transforming basic English into professional language. • Address common writing errors and confusing verbs to improve clarity and reduce mistakes. • Maintain professionalism in communication by ensuring clarity, precision, and a polished style in all business writing.
Business Report Writing Overview	• Define the report's purpose and audience to tailor content appropriately and meet the audience's expectations. • Identify and apply the three main types of reports: Informational (data presentation), Analytical (critical analysis and recommendations), and Research (feasibility studies). • Structure the report effectively, including a clear introduction, detailed body, and a concise conclusion. • Focus on clear, concise language and thorough proofreading to ensure coherence and professionalism.