



THE
LEARNING
DEVELOPMENT
GROUP

Introduction

This is an engaging and intensive short course that focuses on improving written communication skills for the workplace. The course is practical and is designed to give you the techniques for writing to the point and correct business documents.

More than ever before knowledge professionals need transferrable skills that they can apply to a range of work-related situations, including effective writing. Writing for different audiences requires skill and the appropriate use of structure and formality.

The course covers the essentials of business writing and what makes for good writing, as well as the main formats used in business, such as emails, reports, presentations and instant messaging.

This short course is delivered on request for minimum group sizes.

Target Audience

The course is aimed at all business professionals who would like to improve their writing skills for a range of written business communication documents.

Any person, at any level and in any sector will benefit from this course. It will improve your style, accuracy and conciseness of writing.

Entry Requirements

There are no specific entry requirements, but we recommend that you have prior experience in writing business documents and that you are a competent communicator in English.

Workplace Requirements

Ideally you need to be able to apply and practise the writing skills learnt on the course to your own job, to derive the most value.

Management and Leadership

Writing Skills for Business Professionals

WSBP – FTI Certification

SAQA ID: NA

NQF Level: NA

Credits: NA

Course Delivery & Assessment

We use in-classroom, virtual classroom and blended interactive facilitated training sessions and practical individual and group exercises, to embed skills.

To gain a Certificate of Attendance, you will need to:

- Attend all sessions.
- Contribute to and actively participate in activities, practise sessions and discussions.

Learning Outcomes

By the end of the short course, you will have gained theoretical knowledge and practical skills in becoming a more effective written communicator. You will:

- Understand how to write a range of professional business documents in recognised formats and to a high standard.
- Gain an understanding of the importance of concise, accurate, grammatically correct and unambiguous writing in business.
- Use a professional style, vocabulary and language that your audience can understand, while displaying sensitivity to different levels of reader expertise.
- Know how to gather information and plan your writing to suite your audience.
- Present written information in a focused, organised and structured way to achieve specific objectives.
- Express ideas confidently, clearly, persuasively and logically.
- Understand the importance of, and how to package business documents.





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Course Content

Writing Skills for Business Professionals Short Course

SAQA ID: NA | Learning Programme ID: WSBP
NQF Level: NA | Credits : NA

Introduction to Business Writing

- Writing as an integral part of life and work
- How we still rely on written messages to communicate
- Quality writing leads to powerful communication

Business Writing Categories

- Instructional
- Informational
- Persuasive
- Transactional

Business Writing Essentials

- Target audience
- Understand objectives
- Organise your communication
- Use concise and simple language
- Review content

Business Writing Formats

- Business Reports
- Email
- Formal letters
- Motivations
- Business Presentations
- Fact sheets and infographics
- Instant messaging for business
- Social Media for business

Packaging: Style Guides

- Editorial Style Guides
- British Style Guides
- American Style Guides
- Visual Style Guides
- Developing your own Style Guide

Our Accredited Organisations



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