



Business Writing Skills

Course Outline



Your business outcomes are our priority. Proving impact in real time.

Aim

To supply the learners with the necessary knowledge and confidence, enabling them to conduct professional and accurate e-mail and business writing support. This workshop is relevant to any employee as the majority of business communication is written.

With the advent of the social media wave, our organisations are represented in many forums via the written word.

What Others Had to Say About this Course...

"Trainer kept everyone's attention from start to finish." – Michael, Armscor

Who Should Attend this Course?

This course will benefit all staff who compile business letters and emails, including admin staff, PAs, Office Clerks, Receptionists and Secretaries.

Outcome

The learners will be able to deliver a professional and well-presented business letter or e-mail.

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.

Duration: 1-Day

Content

Topic	Details
The Six C's of Business Letter Writing	• Compiling correspondence that conveys your message to the recipient in a professional manner • The six c's of business letter writing – clear, concise, correct, courteous, convincing, and complete.
Letter Formats	• Universally accepted methods of formatting • Templates for a formal letter, and a less formal letter
Keeping your Business Letter to the Point	• Detailed exercises covering the compilation of letter writing • Put it into practice
Examples of Letters and Proposals	• Different templates of letters that request information
For Longer Letters	• Practical methods to ensure the information in your document is navigable
Writing an Informal Proposal	• Steps to use when writing a proposal • Comparing a proposal template to theory in order to find errors in the template
Editing and Proofreading	• Criteria to apply to a rough draft • Tips when editing a final draft
Getting the Right Tone to your Correspondence	• Your correspondence must be pitched correctly • Different approaches to use
Personality Types	• Understanding the differing requirements of your readership
Writing in Plain English	• How to write in a correct, clear and accessible manner
Common Errors	• What these are and how to avoid them
More Practical Exercise	• Using the examples above to identify any potential business writing errors

Afterburner Content (Optional add-on)

Topic	Details
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.

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 additions 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.

Skills Check

Skills Checks are extremely useful in the measurement of ROI of soft skills training. This tool is structured to help the learner improve on the implementation of new skills through a goal-driven process of accountability and reflection.

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. Converting theory into practice under the tutelage of an experienced coach.

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](#)