



Staff Training

Business Writing Skills with AI Integration

Course Outline



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

Aim

To explain and demonstrate the principles and practices of professional business writing, equipping learners with the knowledge and confidence to produce accurate, polished, and impactful communication. In today's workplace, where most communication happens in writing and organisations are represented across emails, reports, and even social media, clear and professional writing is essential.

What Others Had to Say About this Course...

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?

This course will benefit anyone who communicates in writing at work, especially professionals who want to sharpen their style, adapt to different readers, and strengthen their knowledge of how to best incorporate AI while maintaining accuracy and authenticity.

Outcome

The learners will be able to apply the Six C's of writing, adapt tone to different audiences, and confidently structure a range of business documents. They will know how to use AI tools to draft, refine, and proofread while exercising sound professional judgment. By the end of the workshop, learners will be equipped to handle everyday correspondence with ease, avoiding common pitfalls and producing clear, correct, and professional communication that stands out with clarity, confidence, and professionalism, supported by the smart use of AI tools.

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	Key Points
Introduction to Business Writing	• Why writing matters in a digital age • The link between clarity, professionalism, and trust • Adapting to the impact of email and social media
Understanding Your Reader & Tone	• Four reader personality types • Formal vs conversational style • Using personal references and direct questions • Creating empathy and courtesy in tone
The Six C's of Business Writing	• Clear – Avoid ambiguity • Concise – Cut unnecessary words • Correct – Check grammar, facts, and spelling. • Courteous – Use respectful language. • Convincing – Persuade with strong evidence • Complete – Provide all necessary details
AI in Business Writing	• What AI is and what it is not • Draft → Refine → Deploy workflow • Choosing the right AI tools • Ethical guidelines and avoiding over-reliance
Practical Writing Applications	• Professional letters and emails • Structuring longer letters, reports, and proposals

Topic	Key Points
	• Writing persuasive, cross-cultural, and crisis communication pieces
Editing, Proofreading, and Clarity Tools	• Spotting common errors • Proofreading and editing strategies • Quick tips for clear, engaging writing • Using AI for proofreading and clarity checks
Hands-On Practice	• AI prompt writing for workplace scenarios • Peer editing and group exercises • Digital content and social media drafting • Final capstone: producing a professional document with AI and human review

Afterburner Content (Optional add-on)

Topic	Key Points
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.

Topic	Key Points
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](#)