

Business Writing Fundamentals

Clear, Professional Communication That Gets Results

Non-Credit Bearing

Clarity, Confidence, and Credibility in Every Message

In a workplace characterised by rapid responses, crowded inboxes, and constant updates, writing is judged by more than grammar. People read quickly, decide quickly, and act quickly. When a message is vague, too long, badly structured, or poorly pitched, momentum slows and misunderstandings flourish.

This punchy one-day workshop assists participants to write with greater purpose and impact. It focuses on the skills that matter most in day-to-day business communication: understanding the reader, choosing the right channel, structuring ideas clearly, using tone with care, and making messages easy to read and act on.

By the end of the course, participants will be able to more confidently produce clearer emails, messages, updates, and workplace documents that build trust, reduce confusion, and support better professional results.

WHO SHOULD ATTEND

For professionals who want to communicate more clearly and effectively at work, including:

- Administrators, coordinators, assistants, and office professionals
- Team leaders, supervisors, and first-line managers
- Customer-facing, support, and operational staff
- Professionals who write regularly through email, chat, and workplace documents
- Anyone who wants to strengthen their business writing in a fast-moving environment

HOW YOU WILL BENEFIT

You will be able to:

- **Clarify** your purpose before writing so your message is easier to understand and act on
- **Analyse** your audience and context to make better writing decisions
- **Structure** information more clearly for busy readers
- **Strengthen** tone so it feels professional, constructive, and credible
- **Simplify** language by cutting clutter, jargon, and unnecessary detail
- **Draft** emails and messages that prompt action and reduce back-and-forth
- **Produce** routine workplace documents with greater confidence and consistency
- **Edit and proofread** more effectively before sending important communication
- **Apply** practical writing principles across realistic workplace situations

One-day course 08:30 -16:00

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WHAT WILL BE COVERED

Writing that works: the real purpose of business communication

- Write for action, decisions, alignment, and to build trust
- Recognise the habits that build clarity, credibility, and impact
- Reduce confusion, delay, and rework caused by vague communication

Think first: purpose, audience, context, and channel

- Define your purpose before you start writing
- Consider the reader, the situation, and what the message requires
- Choose the right channel and plan quickly for better results

Structure that respects busy readers

- Lead with the main point and organise ideas clearly
- Make actions, deadlines, and next steps easy to find
- Use layout and flow to support readers who skim and scan

Tone that builds trust

- Understand how tone shapes meaning and reader response
- Balance warmth, clarity, and professionalism
- Write with tact and consistency, even in sensitive situations

Write less, say more

- Reduce clutter, repetition, and unnecessary detail
- Replace jargon with plain, reader-friendly language
- Write clearly, concisely, and with purpose

Emails and messages that get results

- Use clear subject lines and direct openings
- State actions, deadlines, and expectations clearly
- Adapt your style for email, chat, and short-form messages

Everyday documents, done well

- Write updates, summaries, instructions, requests, and short reports with clarity
- Match format and structure to the document and audience
- Build consistency across routine workplace communication

Edit with intention

- Distinguish between drafting, editing, and proofreading
- Review for meaning, structure, tone, accuracy, and readability
- Use simple checks to improve quality before sending