



Interpersonal Skills and Self Development

Effective Business Report Writing

Course Introduction

A simple email or letter can resolve a complex situation. This effective business report writing course emphasizes how a clear and concise message is the key to delivering a powerful message in today's business world. In this course, we start by outlining good practices in business writing. We then experiment with writing to address complex business scenarios and to deal with difficult people. We explore the particularities and risks associated with business writing for social media platforms. Finally, we describe the interplay between the technical, emotional and political elements of a message.

Target Audience

- Executive Secretaries
- Executive Personal Secretaries
- Personal Secretaries
- Executive Assistants
- Personal Assistants
- Office Managers
- Administration Managers
- Management Secretaries
- Senior Assistants

Learning Objectives

- Gain the skills in enhancing report writing readability and credibility.
- Identify ways to jump-start your writing and overcome procrastination
- Learn advanced techniques for effective writing.
- Know how to write clear, concise, and effective emails, letters or reports
- Develop effective business letters for tough situations

- Identify your writing style and develop it for letters, business cases and reports
- Recognize and overcome your writing challenges
- Improve sentence construction and paragraph development

Course Outline

• 01 Day One

PRINCIPLES THAT ENSURE EFFECTIVE BUSINESS WRITING

- Planning and establishing purpose
- Meeting the reader's needs and expectations
- How to use techniques for overcoming writer's block

THE THREE C'S – ALL WRITING SHOULD BE CLEAR, CONCISE AND CORRECT

- Techniques for achieving clarity and precision in everyday business writing
- The role of word choice
- How to construct sentences that are clear, concise and direct

• 02 Day Two

ADVANCED TECHNIQUES FOR EFFECTIVE WRITING

- Defining effective writing
- Characteristics of effective writers
- Understanding the hallmarks of effective communicators
- Elements of written communication
- Writing in a business context
- Understanding your audience
- Setting a purpose for your writing
- Understanding sources of miscommunication
- Tips for business writing

WRITING PURPOSEFUL PARAGRAPHS

- What a paragraph should contain and how to order paragraphs
- How to use linking words and phrases in sentences and paragraphs
- Active and passive voice and parallelism
- How to employ various patterns of organizing information

- Participants will also take a close look at the proper length of paragraphs

• 03 Day Three

GRAMMAR AND WRITING MECHANICS

- Seven easy ways to help participants simplify their writing and ensure their grammar is correct

DETERMINING READABILITY

- How and when to use the readability test (also called the Gunning Fog Index)
- Applying readability test to their own work

WRITING LETTERS

- Learn the essential guidelines for writing effective memos and letters
- Understanding the twelve important parts to a business letter choosing the best of several different styles
- The importance of opening sentences
- How and when to use persuasive, positive and negative words
- How to use appropriate tone

• 04 Day Four

PARTNER WITH YOUR READERS

- Use a cordial tone
- Write a buffer before negative information
- Use a tone and level of formality appropriate for the reader
- Focus on what's in it for the reader
- Write so you build partnerships and teams

PREPARE READERS TO UNDERSTAND, REMEMBER AND ACT

- Use a meaningful, informative subject line
- Open with the context
- Write a clear statement of the contents
- In the introduction, state actions to be performed and critical information
- Write a conclusion if it will help you achieve your objectives
- Include feedback loops to ensure that your message is successful

DEALING WITH SPECIFIC REQUESTS – LEARN HOW TO WRITE SPECIAL DOCUMENTS EXPLICITLY

- Write clear descriptions of problems and issues
- Write direct, unambiguous requests
- Write clear procedures

• 05 Day Five

E-MAIL ETIQUETTE

- Email, a universal method of communication, but what about email etiquette, tone and more...?.
- Identifying common email dilemmas – recommended solution
- The guidelines for writing effective e-mail
- The importance of subject lines

BUSINESS DOCUMENTS

- How to write a: o business case o request for proposal o formal report
- Where would you start?
- Apply guidelines and checklists that keep the writing on track

EDITING AND PROOFREADING THE FINAL VERSION

- How to recognize common proofreading errors
- Techniques for effective editing and proofreading
- Methods for revising the first draft
- How to avoid sexist or offensive language
- Often confused words

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 20, 2025	April 24, 2025	5 days	4250.00 \$	Qatar - El Doha
July 7, 2025	July 11, 2025	5 days	4950.00 \$	Norway - Oslo

FROM	TO	DURATION	FEEs	LOCATION
Nov. 3, 2025	Nov. 7, 2025	5 days	4250.00 \$	UAE - Dubai