MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

BUSINESS WRITING SKILLS

"Write with Clarity, Confidence, and Professional Impact."

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Effective written communication is essential for every professional who wants to make a strong impression in today's business world. Whether drafting emails, reports, proposals, or memos, your writing reflects your professionalism, credibility, and attention to detail. The Business Writing Skills course is designed to help participants develop the ability to write clearly, concisely, and persuasively in various business contexts.

This practical, hands-on training focuses on developing the skills necessary to communicate ideas effectively in writing. Participants will learn techniques to organize information logically, use the appropriate tone and format, and avoid common grammar and style mistakes. Through real-world exercises and feedback, this course ensures participants gain the confidence and skill to produce high-quality business documents that achieve results.

Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals of effective business writing.
- Write clear, concise, and well-structured professional documents.
- Adapt tone, style, and format according to audience and purpose.
- Improve grammar, vocabulary, and sentence construction for clarity.
- Write effective business emails, letters, memos, and reports.
- Develop persuasive writing skills for proposals and executive summaries.
- Edit and proofread documents for accuracy and professionalism.

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Why Attend

Strong writing skills are a key differentiator in professional success. This course will help you communicate more effectively, avoid misunderstandings, and present information in a way that drives action. Whether you're writing to clients, colleagues, or executives, you'll learn how to express your ideas with precision and confidence — improving both your individual performance and your organization's communication standards.

Target Audience

This course is suitable for:

- Managers, Executives, and Team Leaders
- Administrative and Office Professionals
- Sales, Marketing, and HR Personnel
- Customer Service Representatives
- Technical and Report Writers
- University Graduates entering the corporate world
- Anyone seeking to enhance their written communication in business

Individual Benefits

- Write professional and impactful business documents.
- Improve clarity, structure, and tone in all forms of written communication.
- Enhance grammar, vocabulary, and sentence accuracy.
- Increase efficiency in report writing, emails, and proposals.
- Build confidence and credibility through polished writing.
- Strengthen career prospects by mastering workplace communication.

Organizational Benefits

- Improve internal and external communication standards.
- Reduce errors, miscommunication, and rework in written correspondence.
- Ensure consistency and professionalism across business documents.
- Enhance productivity through clearer, faster communication.
- Strengthen organizational image and stakeholder relationships.
- Support employee development in communication and professionalism.

Instructional Methodology

This course employs a practical, interactive learning approach through:

- Instructor-led interactive lectures
- Real-world writing exercises and document analysis
- Grammar and style improvement workshops
- Peer review and individual feedback sessions
- Case studies and group writing assignments
- Templates and checklists for everyday business writing

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Course Outline

Module 1: Fundamentals of Effective Business Writing

Module 2: Understanding Audience, Purpose, and Tone

Module 3: Grammar, Vocabulary, and Sentence Structure for Professionals

Module 4: Writing Effective Emails, Memos, and Business Letters

Module 5: Report and Proposal Writing Techniques

Module 6: Writing Executive Summaries and Briefing Notes

Module 7: Persuasive and Informative Writing Styles

Module 8: Editing, Proofreading, and Formatting Best Practices

Module 9: Common Writing Errors and How to Avoid Them

Module 10: Capstone Exercise – Writing and Reviewing a Business Report

Certification

Upon successful completion, participants will receive a Certificate of Completion in Business Writing Skills, recognizing their ability to communicate effectively, clearly, and professionally in written business contexts.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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