



PST TRAINING (PTY) LTD

PST Training (Pty) Ltd

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Business Writing Essentials (Including Report Writing)

Overview

This course empowers participants with the skills and confidence to communicate effectively and professionally in a variety of business settings. Delegates will learn how to write clearly, concisely, and persuasively while maintaining a professional tone that reflects positively on themselves and their organisation. For reports specifically, the course focuses on best practices for producing structured, high-quality documents that are accurate, well-researched, and impactful.

Objectives

On completion of this course, delegates will be able to:

- Convey ideas clearly, precisely, and persuasively.
- Eliminate ambiguity, unnecessary words, and overly complex language.
- Maintain a professional tone and style in all written communication.
- Understand and adapt writing to audience needs, preferences, and expectations.
- Apply logical organisation and coherent structure in business documents.
- Produce high-quality reports using best practices for structure, accuracy, and presentation.
- Apply plain-language principles to improve readability across all formats.
- Use digital tools to support editing, formatting, and proofreading.

Course Prerequisite

Ability to read, write and understand English

Language of Delivery

English

Delivery Methods

The course is facilitated by a skilled subject matter trainer, using a combination of:

- Interactive Discussions
- Role Plays & Case Studies
- Practical Exercises
- Videos & Slide Presentations
- Games & Group Activities
- Written Questions and Feedback

Who should attend?

This course is designed for professionals across all sectors who need to write in a business capacity, including:

- Managers & Supervisors
- Sales & Marketing Professionals
- Customer Service Representatives
- Technical & Engineering Staff
- Human Resources Personnel
- Finance & Accounting Professionals
- Project Managers
- Any employee who writes business communication

Course Outline

This course consists of the following 5 modules

Module 1	Writing Fundamentals • Writing effectively: clarity, accuracy, and purpose • Common spelling and grammar issues • Sentence and paragraph construction basics • Avoiding jargon, technical terms, and legalisms • Ten steps to good business writing • Developing a professional writing style for different business contexts
Module 2	Everyday Business Communication • Writing effective emails • Business letters: format, tone, and etiquette • Agendas and meeting notes • Writing persuasive proposals • Writing for digital platforms: instant messaging, collaboration tools

Module 3	Introduction to Business Reports • Purpose and value of business reports • Requirements of effective reports • Factors affecting information quality • Information sources and confidentiality • Features of a formal report • General pointers for report writing • Writing concise executive summaries for decision-makers
Module 4	Creating and Presenting Reports • Setting clear objectives for reports • Structuring reports logically • Elements of an effective report • Using graphics, charts, and tables • Presenting numerical data clearly • Do's and don'ts of report writing • Enhancing reports with data visualisation tools
Module 5	Finalising Business Documents • Features of effective written documents • Proofreading and editing techniques • Organisational features of text for readability • Preparing documents for printing and publishing • Other common business documents (memos, notices, policies) • Building consistency with corporate communication standards

Additional Information

Duration	1 Day	
Includes	• Comprehensive Training Manual • Lunch & Refreshments (not applicable to on-site / online training)	• Electronic Certificate (on successful completion of the course) • Electronic Delegate Feedback Questionnaire