



مركز الوقت للتدريب
Time Training Center

ADVANCED BUSINESS WRITING COURSE



Introduction

Time Training Center's Advanced Business Writing Skills course is designed to help professionals refine their writing for greater clarity, precision, and impact in the workplace. This course focuses on advanced techniques for structuring professional documents, tailoring messages to audiences, and using tone and language appropriately across business contexts. Whether you're drafting emails, proposals, or executive summaries, this training equips you to communicate with professionalism and authority. Ideal for individuals in managerial, administrative, or client-facing roles who want to master professional writing skills.

Learning Objectives

- Apply advanced grammar and writing mechanics
- Structure reports, memos, and proposals effectively
- Tailor writing style to various business audiences
- Use persuasive and concise language in documents
- Avoid common business writing pitfalls
- Edit and proofread documents professionally

Course Details

Mode of Training	Classroom or Online
Duration	5 Days

Who Should Attend

- Mid to senior-level professionals
- Client-facing executives and managers
- HR, marketing, and communications staff
- Team leaders responsible for reports or proposals
- Anyone aiming to elevate business communication

Certificate(s)

Participants who complete a minimum of 80% of the total training hours will receive a **Certificate of Completion** issued by **Time Training Center**. This certificate reflects their active participation and commitment to professional development in the relevant field.



Course Outline

Module 1: Principles of Effective Business Writing

- The role of writing in professional success
- Characteristics of impactful business communication
- Clarity, conciseness, and tone: Writing for your reader
- Grammar and usage: Common errors and how to avoid them
- Logical structure: Organizing ideas for clarity and flow
- Writing effective emails, memos, and short reports

Module 2: Advanced Techniques and Business Document Types

- Writing business proposals and executive summaries
- Techniques for persuasive and reader-focused writing
- Enhancing readability: Headings, bullets, and formatting tips
- Tone and style for different business contexts
- Case studies: Evaluating strong vs. weak business writing
- Group activity: Drafting and reviewing a short proposal

Module 3: Editing, Proofreading, and Practical Application

- Editing for clarity, coherence, and grammar
- Proofreading strategies: Catching errors before they reach the reader
- Revising structure, tone, and flow for maximum impact
- Peer review exercise: Collaborative editing and feedback
- Final writing activity: Drafting a business report or executive summary
- Group presentations and individual feedback

Module 4: Crisis and Sensitive Communication

- Writing for difficult or negative messages
- Apologies, refusals, and conflict management
- Legal and ethical considerations
- Communicating during crises or organizational change

Module 5: Digital Writing and Modern Business Channels

- Writing for web, social media, and internal platforms
- Adapting tone for blogs, newsletters, and chat tools
- Microcopy and UX writing basics
- Maintaining consistency across digital platforms



Methodology

We employ a comprehensive and applied learning strategy, integrating theory with real-world implementation:

- ❖ **Conceptual Learning:** Expert-led sessions on catalytic theory and engineering principles
- ❖ **Interactive Workshops:** Group exercises, presentations, and technical discussion forums
- ❖ **Case-Based Learning:** Industry-specific examples and troubleshooting scenarios
- ❖ **Technology Integration:** Digital tools, simulations, and catalyst modeling applications
- ❖ **Assessment:** Pre-tests, post-tests, and Competence Validation Exams for Certified courses to ensure knowledge transfer and skills validation

Note: Instructors may adjust the training approach to fit technical requirements or participant engagement levels.

Instructors

Our instructors for this course are seasoned communication professionals with extensive experience in business writing, corporate communication, and training delivery. They have worked with organisations across various sectors to improve internal and external communication strategies. With a deep understanding of professional standards and workplace expectations, they bring real-world relevance to every session. Detailed trainer profiles will be shared post-scheduling.

About Time Training Center

Time Training Center is a leading professional training institute in Abu Dhabi that provides students and professionals with quality education and skill development programs. Time Training Center is accredited by the Abu Dhabi Center for Technical Vocational Education & Training (ACTVET) with a specialization in Computer and Management Training programs and certified by QA QC with ISO 9001:2015.

Operating in Abu Dhabi for over 3 decades, Time Training Center has established brand value as a high-quality Management & Technical Training Center in Abu Dhabi. We have also secured strong loyalty from corporate companies and associations with our holistic and practical teaching approach.

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