Professional Business Writing and Minute Taking Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #CW4973_258062

Course Introduction / Overview:

In today's fast-paced corporate environment, the ability to communicate clearly and document proceedings accurately is not just a skill but a cornerstone of organizational efficiency and success. This course is meticulously designed to transform participants into masters of professional administrative writing and effective minute taking. We will delve into the principles championed by communication experts like Mary Ellen Guffey, author of "Business Communication: Process and Product," emphasizing clarity, conciseness, and impact in every written document. From crafting persuasive emails and structured reports to capturing the essence of critical meetings with precision, this program covers the full spectrum of business documentation. Participants will move beyond basic grammar and learn the art of tailoring their writing style to different audiences and objectives. BIG BEN Training Center has developed this immersive experience to ensure that every attendee leaves with a practical toolkit of techniques, templates, and the confidence to handle any writing or documentation task. This training is an investment in professional excellence, aimed at reducing miscommunication, improving workflow, and enhancing the overall quality of internal and external corporate communications.

Target Audience / This training course is suitable for:

- Administrative Assistants.
- Executive Secretaries.
- Personal Assistants.
- Office Managers.
- Project Coordinators.
- Team Leaders and Supervisors.
- Board Secretaries.
- Anyone responsible for taking notes or minutes in meetings.
- Professionals seeking to enhance their business writing skills.

Target Sectors and Industries:

- Corporate and Private Sector entities.
- Governmental and Public Administration bodies.
- Non-Profit and Non-Governmental Organizations (NGOs).
- Educational Institutions and Academia.
- Healthcare and Pharmaceutical sectors.
- Banking, Finance, and Insurance industries.
- Technology and Telecommunications companies.
- Legal and Consulting firms.

Target Organizations Departments:

- Administration and Executive Support.
- Human Resources.
- Project Management Office (PMO).
- Legal and Compliance.
- Board and Committee Secretariats.
- Operations and Logistics.
- Marketing and Communications.
- Customer Service and Relations.

Course Offerings:

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

- Master the core principles of effective and professional business writing.
- Write clear, concise, and impactful emails, memos, and letters.
- Structure formal and informal reports for maximum readability and effect.
- Develop advanced skills in active listening for accurate minute taking.
- Differentiate between and apply various minute-taking styles and formats.
- Prepare comprehensive meeting agendas and manage pre-meeting documentation.
- Accurately capture motions, decisions, and action items during meetings.
- Edit and proofread business documents to eliminate errors and ambiguity.
- Confidently manage the entire meeting documentation lifecycle, from agenda to final minutes.
- Adapt writing tone and style for different audiences and communication channels.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course moves beyond traditional lectures to create a dynamic learning environment where participants actively build their skills. The program is built on a foundation of interactive discussions, real-world case studies of effective and ineffective business documents, and hands-on exercises. Participants will engage in individual writing tasks, peer-review sessions to provide and receive constructive feedback, and group activities simulating real meeting scenarios. We will utilize video-recorded mock meetings to give attendees practical experience in capturing live discussions and distilling key information. The facilitator will provide personalized coaching and guidance, ensuring that each participant can address their specific challenges. This blended approach of theoretical knowledge and practical application ensures that skills are not just learned but are also retained and can be immediately implemented in the workplace upon completion of the course.

Course Agenda (Course Units):

Unit One: Foundations of Professional Business Writing

- The 7 Cs of effective communication.
- Understanding your audience and purpose.
- Establishing a professional and appropriate tone.
- Grammar and punctuation essentials for business.
- Techniques for achieving clarity and conciseness.
- Structuring paragraphs and documents for logical flow.
- Avoiding jargon and clichés in professional writing.

Unit Two: Crafting Key Business Documents

- Mastering professional email etiquette and structure.
- Writing effective memos for internal communication.
- Composing formal business letters for external stakeholders.
- Developing persuasive proposals and requests.
- Creating clear and simple instructional documents.
- Digital communication best practices.
- Proofreading and editing your own work effectively.

Unit Three: Introduction to Effective Minute Taking

- The strategic importance of accurate meeting minutes.
- Defining the role and responsibilities of the minute taker.
- Preparing for a meeting: agendas, templates, and tools.
- Developing critical active listening and observation skills.
- Techniques for rapid and accurate note-taking.
- Understanding different styles of minutes (verbatim, summary, action).
- Identifying and capturing key information: decisions, motions, and tasks.

Unit Four: Advanced Minute Taking and Meeting Management

- Techniques for managing complex and fast-paced discussions.
- Documenting formal procedures like voting and resolutions.
- How to handle confidential or sensitive information.
- Creating and distributing professional meeting agendas.
- The art of writing objective and unbiased minutes.
- Best practices for tracking and following up on action items.
- Reviewing, editing, and finalizing minutes for distribution.

Unit Five: Business Reports and Document Finalization

- Planning and structuring short informal reports.
- Developing comprehensive formal reports.
- Integrating data, charts, and visuals effectively.
- Writing executive summaries for busy stakeholders.
- Advanced proofreading strategies for complex documents.
- Collaborative writing and review processes.
- Creating a personal style guide for consistency.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can the transition from verbatim to summary-style minute taking alter the perceived reality and historical record of a meeting?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a holistic and integrated approach to corporate communication, seamlessly blending the distinct yet interconnected disciplines of professional writing and minute taking. Unlike programs that treat these as separate subjects, we recognize that the skills of a great writer—clarity, objectivity, and audience awareness—are the same skills that define an exemplary minute taker. Our curriculum is built on a foundation of practical application, moving beyond theoretical rules to immerse participants in real-world scenarios they will face in their roles. We emphasize the cognitive skills behind the tasks, such as critical listening and the ability to synthesize complex discussions into concise, actionable summaries. The methodology focuses on interactive workshops and peer feedback rather than passive lectures, ensuring participants actively build and refine their abilities. This program provides not just templates and formats, but a deep understanding of the principles of effective communication, empowering attendees to adapt their skills to any situation with confidence and professionalism.