Effective Business Writing and Office Communication Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #CW8927_292225

Course Introduction / Overview:

In today's fast-paced corporate environment, the ability to communicate clearly and professionally is not just a skill but a cornerstone of administrative excellence and organizational success. This comprehensive training course is meticulously designed to transform participants' approach to written and verbal communication within the workplace. Moving beyond basic grammar, the program delves into the strategic aspects of crafting messages that are clear, concise, and impactful. Drawing on principles from leading experts in corporate communication like Paul Argenti, author of the influential book "Corporate Communication," this course emphasizes the importance of audience analysis, tone management, and purpose-driven writing. At BIG BEN Training Center, we understand that effective communication is the lifeblood of any efficient office. Therefore, this program provides practical tools and techniques to master everything from daily emails and memos to formal reports and proposals. Participants will learn to eliminate ambiguity, build professional credibility, and foster positive working relationships through powerful communication, ensuring their contributions are both seen and valued within their organization. This is a journey from foundational principles to advanced application, equipping administrative professionals with the confidence to handle any communication challenge.

Target Audience / This training course is suitable for:

- Administrative Assistants.
- Executive Assistants.
- Personal Assistants.
- Office Managers.
- Secretaries.
- Project Coordinators.
- Team Leaders.
- Support Staff and Clerical Officers.
- Anyone in an administrative role seeking to enhance their communication skills.

Target Sectors and Industries:

- Corporate Sector.
- Banking and Financial Services.
- Oil and Gas Industry.
- Healthcare and Pharmaceuticals.
- Information Technology.
- Telecommunications.
- Real Estate and Construction.
- Governmental and Public Sector Agencies.
- Non-Profit Organizations.
- Education and Academia.

Target Organizations Departments:

- Administration Department.
- Human Resources.
- Executive Support.
- Operations and Logistics.
- Customer Service.
- Sales and Marketing.
- Finance and Accounting.
- Project Management Office.
- Legal and Compliance.
- Procurement Department.

Course Offerings:

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

- Compose clear, concise, and professional emails for various business scenarios.
- Structure and write effective business reports, memos, and proposals.
- Apply correct grammar, punctuation, and style in all written communications.
- Master proofreading and editing techniques to produce error-free documents.
- Adapt writing tone and style to suit different audiences and purposes.
- Enhance verbal and non-verbal communication skills for effective office interactions.
- Confidently prepare agendas and accurately record minutes of meetings.
- Manage digital communication professionally and efficiently.
- Handle difficult conversations with diplomacy and tact.
- Develop a strategic mindset for all forms of workplace communication.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in the workplace. We move away from traditional lecture-based formats to a more immersive experience centered on adult learning principles. The course heavily relies on practical application, incorporating a variety of methods such as individual and group writing exercises, real-world case studies, and peer-to-peer feedback sessions. Participants will engage in role-playing scenarios to practice verbal communication skills and handle challenging interpersonal situations. Interactive workshops and group discussions will facilitate the sharing of experiences and collaborative problem-solving. Our expert instructors provide personalized feedback and coaching throughout the sessions, guiding participants to identify their strengths and areas for improvement. The curriculum is built around a hands-on approach, where attendees will draft, edit, and refine various business documents, ensuring they leave with a portfolio of work and the confidence to communicate effectively and professionally in any administrative role. This dynamic learning environment fosters deep understanding and long-term skill retention.

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.
- Mastering grammar, punctuation, and sentence structure.
- Techniques for achieving clarity and conciseness.
- Overcoming common writing pitfalls and bad habits.
- Structuring paragraphs for maximum impact and readability.

Unit Two: Mastering Email and Digital Correspondence

- Crafting powerful and professional subject lines.
- The essential structure of a business email.
- Mastering email etiquette for internal and external communication.
- Writing effective memos and internal announcements.
- Managing email threads and digital conversations efficiently.
- Using digital communication tools professionally.
- Avoiding common mistakes in electronic communication.

Unit Three: Crafting Reports and Formal Documents

- Planning and structuring formal business reports.
- Writing clear and compelling executive summaries.
- Techniques for presenting data and information effectively.
- Drafting persuasive proposals and business cases.
- The art of writing accurate and professional meeting minutes.
- Creating clear and actionable meeting agendas.
- Formatting standards for professional business documents.

Unit Four: Enhancing Interpersonal and Office Communication

- Developing active listening skills to improve understanding.
- Mastering verbal communication for clarity and impact.
- Understanding the power of non-verbal cues and body language.
- Strategies for handling difficult conversations with confidence.
- Professional telephone and video conferencing etiquette.
- Communicating effectively in team meetings and presentations.
- Building rapport and positive relationships through communication.

Unit Five: Advanced Writing and Communication Strategies

- Techniques for persuasive writing and influencing others.
- Advanced proofreading and editing for flawless documents.
- Developing a consistent and professional personal writing style.
- Navigating cross-cultural communication challenges in the workplace.
- Giving and receiving constructive feedback effectively.
- Managing communication in high-pressure situations.
- Capstone Project: Applying all learned skills to a comprehensive case study.

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:

In an era dominated by AI-powered writing assistants, how does the human element of empathy and strategic nuance remain the most critical component of effective business communication?

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

This course distinguishes itself by adopting a holistic and strategic approach to business communication, rather than merely focusing on prescriptive rules of grammar and formatting. While many programs teach the mechanics of writing, we concentrate on developing the participant's communication intelligence. The curriculum is uniquely structured to bridge the gap between theoretical knowledge and practical application in a demanding administrative environment. We emphasize the "why" behind every communication act, teaching participants to analyze their audience, define their purpose, and strategically select the appropriate tone and channel for maximum impact. The course integrates written and verbal communication skills, recognizing that they are two sides of the same coin in a professional setting. Instead of generic examples, our training is built around realistic, industry-relevant case studies and scenarios that administrative professionals face daily. This focus on situational awareness and critical thinking empowers participants not just to write a correct memo, but to become strategic communicators who can build relationships, solve problems, and enhance their professional value within their organization.