Advanced Business Writing for Executive Assistants Training Course



07 - 11 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #EA8344_27645

Course Introduction / Overview:

In today's fast-paced corporate environment, the ability to communicate with clarity, precision, and professionalism is paramount, especially for executive assistants who serve as critical communication hubs. This course is meticulously designed to elevate the business writing and corporate communication skills of administrative professionals to an executive level. Drawing upon principles articulated by communication experts like Herta A. Murphy in her seminal work "Effective Business Communication," this program moves beyond basic grammar and syntax. It delves into the strategic aspects of written communication, focusing on how to craft messages that are not only clear and correct but also persuasive and impactful. Participants will explore a comprehensive curriculum covering everything from mastering professional email etiquette to drafting complex reports and executive summaries. BIG BEN Training Center has developed this immersive learning experience to empower executive assistants with the confidence and competence to handle any written communication task, thereby enhancing their value and contribution to their organizations. This training provides the essential tools to ensure every document, email, and report reflects the highest standards of professionalism and strategic intent.

Target Audience / This training course is suitable for:

- Executive Assistants.
- Personal Assistants.
- Senior Administrators.
- Administrative Managers.
- Office Managers.
- Secretaries.
- Project Coordinators.
- Support staff aspiring to become Executive Assistants.

Target Sectors and Industries:

- Banking and Financial Services.
- Information Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Legal and Professional Services.
- Oil and Gas Sector.
- Real Estate and Construction.
- Governmental and Public Sector Organizations.
- Consulting and Business Services.

Target Organizations Departments:

- Executive Management Offices.
- Administration and General Services.
- Human Resources.
- Legal Departments.
- Marketing and Communications.
- Project Management Offices.
- Customer Relations Departments.
- Finance and Accounting.

Course Offerings:

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

- Master the fundamentals of professional business writing, including grammar, tone, and style.
- Draft clear, concise, and impactful business emails for various corporate scenarios.
- Develop and structure comprehensive business reports, proposals, and summaries.
- Apply advanced techniques for taking accurate and professional meeting minutes.
- Enhance proofreading and editing skills to produce error-free documents.
- Utilize persuasive writing strategies to influence outcomes and drive action.
- Manage and craft communication for sensitive or complex situations with diplomacy.
- Align all written communication with the organization's brand voice and corporate standards.

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 a real-world context. We move beyond traditional lecture-based formats to create a dynamic learning environment centered on experiential activities. The course heavily relies on a combination of instructor-led presentations, real-life case study analysis, and individual writing exercises that simulate challenges executive assistants face daily. Participants will engage in collaborative group discussions and peer-review sessions, providing and receiving constructive feedback to refine their writing skills. Interactive workshops will focus on drafting various business documents, from emails and memos to formal reports and executive summaries. Role-playing scenarios will be used to practice handling difficult communication situations with tact and professionalism. Our expert facilitators foster a supportive atmosphere where participants are encouraged to share their experiences and challenges, ensuring the content is directly relevant to their professional needs. This hands-on approach guarantees a deeper understanding of the concepts and builds confidence in applying them effectively in the workplace.

Course Agenda (Course Units):

Unit One: Foundations of Professional Business Writing

- The principles of clarity, conciseness, and correctness.
- Understanding and adapting to your audience and purpose.
- Mastering professional tone and corporate voice.
- Advanced grammar and punctuation review for business contexts.
- Commonly confused words and phrases in professional writing.
- Structuring effective sentences and paragraphs.
- The importance of a positive and reader-focused approach.

Unit Two: Mastering Modern Business Correspondence

- Crafting professional and effective emails for every situation.
- Email etiquette for internal and external communication.
- Writing formal business letters and memorandums.
- Managing email threads and communication flow efficiently.
- Composing requests, responses, and follow-up messages.
- Handling inquiries and complaints through written channels.
- Writing for digital platforms and instant messaging in a corporate setting.

Unit Three: Advanced Report and Proposal Writing

- The process of planning and structuring formal business reports.
- Techniques for gathering and organizing information effectively.
- Writing clear and compelling executive summaries.
- Developing persuasive proposals that win approval.
- Using data and visuals to support written content.
- Ensuring logical flow and coherence in long documents.
- Formatting and presenting professional reports.

Unit Four: Specialized Writing Skills for Executive Assistants

- The art of creating clear and effective meeting agendas.
- Mastering the techniques of professional minute-taking.
- Summarizing complex discussions into concise action points.
- Drafting correspondence on behalf of executives.
- Preparing briefing notes and background documents for meetings.
- Managing and organizing executive calendars and communications.
- Writing for internal announcements and newsletters.

Unit Five: Polishing and Perfecting Your Communication

- Advanced proofreading strategies to eliminate errors.
- Techniques for effective self-editing and peer review.
- Developing a personal style guide for consistency.
- The art of persuasive writing and influential communication.
- Crafting diplomatic responses for sensitive or challenging situations.
- Leveraging technology and tools for better writing.
- Creating a personal action plan for continuous improvement in writing skills.

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 instant messaging and AI-generated text, how can an executive assistant maintain a unique and authentic professional voice in their written communication?

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

This course distinguishes itself by moving beyond generic business writing principles to focus specifically on the high-stakes communication landscape of the executive assistant. Unlike other programs that offer a one-size-fits-all approach, this training is tailored to the unique challenges and responsibilities of supporting senior leadership. The curriculum is built around real-world scenarios that EAs encounter daily, from drafting sensitive emails on behalf of an executive to creating concise briefing notes for board meetings. We emphasize the strategic role of communication, teaching participants not just what to write, but why and how their writing impacts executive decision-making and corporate reputation. The course integrates the nuances of corporate communication with the practicalities of business writing, ensuring that every piece of writing is not only grammatically perfect but also politically astute and strategically aligned. Furthermore, the highly interactive and feedback-intensive methodology ensures that participants leave with a portfolio of improved writing samples and a clear action plan for continued development, making the learning tangible and immediately applicable.