BUSINESS COMMUNICATION AND PROFESSIONAL WRITING TRAINING

Introduction

Professional communication and effective business writing are essential competencies in modern organizations where accuracy, clarity, professionalism, and strategic messaging directly influence institutional credibility and operational effectiveness. In today's competitive corporate environment, organizations rely heavily on well-structured reports, proposals, presentations, official correspondence, policy documents, and executive communication to support decision-making, stakeholder engagement, and organizational performance. Poorly written communication can lead to misunderstandings, reduced efficiency, damaged professional relationships, and reputational risks. Organizations therefore require professionals who can communicate clearly, professionally, and persuasively across diverse workplace and stakeholder environments. This executive programme is designed to strengthen participants' communication competencies and enhance their ability to produce professional business documents and deliver effective workplace communication. The programme provides practical skills in business writing, report preparation, proposal development, presentation techniques, professional correspondence, executive communication, and workplace communication etiquette. Participants will also learn modern communication strategies for both physical and digital workplace environments, including virtual communication practices and professional communication standards used by leading institutions globally.

Course Objectives

- Improve professional business writing and communication skills
- Strengthen workplace communication effectiveness
- Enhance report, proposal, and correspondence writing skills
- Develop presentation and public speaking competencies

- Improve executive and professional communication etiquette
- Strengthen persuasive and strategic communication techniques
- Enhance editing, proofreading, and document presentation skills
- Equip participants with modern workplace communication practices

Course Modules

> Module 1: Foundations of Business Communication
- Principles of professional communication
- Communication models and processes
- Workplace communication ethics
- Verbal and non-verbal communication
- Professional communication standards

> Module 2: Professional Business Writing
- Business writing principles
- Clarity and conciseness in writing
- Structuring professional documents
- Writing styles and tone
- Avoiding common writing errors

> Module 3: Report Writing and Documentation
- Report writing frameworks
- Executive summaries and analysis
- Technical and management reports
- Policy and briefing documents
- Editing and formatting reports

> Module 4: Proposal and Concept Note Development
- Proposal writing techniques
- Developing concept papers
- Persuasive business communication
- Funding and partnership proposals
- Proposal presentation strategies

> Module 5: Professional Correspondence and Email Communication
- Official letter writing

- Professional email communication
- Memo and circular preparation
- Digital communication etiquette
- Managing communication records

> Module 6: Presentation and Public Speaking Skills
- Presentation planning and structure
- Public speaking techniques
- Audience engagement strategies
- Presentation delivery skills
- Handling questions and discussions

> Module 7: Workplace Communication and Team Collaboration
- Communication within teams
- Workplace meeting management
- Communication for collaboration
- Managing workplace misunderstandings
- Communication for productivity enhancement

> Module 8: Executive Communication and Leadership Messaging
- Executive briefing techniques
- Leadership communication strategies
- Communication for influence and persuasion
- Strategic organizational messaging
- Professional credibility and communication

> Module 9: Editing, Proofreading and Communication Quality Control
- Editing techniques and tools
- Proofreading strategies
- Improving document quality
- Communication consistency standards
- Quality assurance in professional writing

> Module 10: Strategic Communication Planning and Improvement
- Communication planning frameworks
- Developing communication policies
- Communication monitoring and evaluation

P.O Box 7254- 01000
www.trustgatecorporateskills.co.ke
Location Thika & Nairobi

- Continuous communication improvement
- Communication action plan development