



Business Writing and Report Craft

DURATION

3 days

CONTACT HOURS

18

LEVEL

Foundation

FEE PER DELEGATE

US\$1,200

Write documents that get read, understood and acted on by people with no time to decode them.

Professional writing fails mostly through structure rather than grammar: the point arrives on page four, the recommendation is implied, and the reader has to reconstruct the argument. This programme rebuilds writing around the reader's decision, and delegates work on their own documents throughout.

Available as classroom, live online, in house, hybrid.

Who it is for

Anyone who writes reports, papers, proposals or briefings as a significant part of their role.

What you will be able to do

- Lead with the conclusion and structure the argument beneath it.
- Write a recommendation that is specific enough to be actioned.
- Cut length without losing substance.
- Adapt register for an executive, technical or external reader.

The outline

DAY 1

Structure

Leading with the conclusion · Supporting the argument · The summary that stands alone · Ordering for a decision

DAY 2

Sentence and clarity

Cutting without losing substance · Concrete against abstract · Hedging and when it is dishonest · Tables and charts in text

DAY 3

Reader and register

Executive, technical and external readers · Writing a recommendation · Delivering unwelcome findings · Review and revision

What you leave with

- A restructured version of one of the delegate's own documents.
- A reusable report structure.
- An executive summary that stands alone.
- An editing method for cutting length.

Published dates

DATES	WHERE	FEE
23 to 25 November 2026	Dar es Salaam, Tanzania	US\$1,200
30 November 2026 to 2 December 2026	Nairobi, Kenya	US\$1,200
7 to 9 December 2026	Durban, South Africa	R12,000
14 to 16 December 2026	Windhoek, Namibia	R12,000

Fees are per delegate and cover all course materials. Travel and accommodation are arranged by the delegate. Registration is open.

Register or ask a question

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