



## Mastering Professional Writing Course

### Program Overview

Effective professional writing is a cornerstone of success in any industry. The Mastering Professional Writing Course is designed to equip professionals with the skills needed to communicate ideas, instructions, and information with clarity, precision, and influence. From emails and reports to proposals and presentations, this course covers the essentials of professional communication that resonates and achieves results.

### Program Objectives

Upon completion of this course, participants will:

- Master foundational principles of clear, effective, and purposeful writing.
- Develop skills to adapt tone, style, and structure to various professional contexts.
- Improve editing and proofreading techniques for error-free communication.
- Enhance their ability to write persuasively and convey information confidently.
- Build a toolkit of templates, strategies, and best practices for efficient, impactful writing.

### Who Should Attend

This course is ideal for:

- Professionals seeking to enhance their writing skills for workplace success.
- Managers and team leaders responsible for communicating with diverse audiences.
- Sales, marketing, and business development personnel looking to improve persuasive writing.
- Anyone aiming to sharpen their communication skills to achieve greater impact in their role.

### Program Content

#### Module 1: Foundations of Professional Writing

- Importance of clear communication in the workplace
- Key principles of effective writing: clarity, conciseness, and coherence
- Understanding audience needs and writing with purpose

#### Module 2: Structuring Professional Documents

- Organizing reports, proposals, memos, and presentations for maximum impact
- Best practices for creating outlines and structuring information logically

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- Using headings, lists, and visual aids for readability

#### Module 3: Writing for Influence and Persuasion

- Techniques for persuasive language and building strong arguments
- Crafting calls-to-action that prompt responses
- Adapting tone and style to influence diverse audiences effectively

#### Module 4: Email and Digital Communication Mastery

- Writing effective and concise emails for clarity and professionalism
- Communicating complex information simply in digital formats
- Best practices for email etiquette, tone, and responsiveness

#### Module 5: Editing and Proofreading Skills

- Self-editing techniques for clear, error-free writing
- Proofreading tips to ensure professionalism and precision
- Streamlining content for brevity and impact

#### Module 6: Advanced Writing for Professional Contexts

- Writing for presentations and public speaking
- Crafting executive summaries and strategic reports
- Techniques for communicating in high-stakes or sensitive situations

#### Module 7: Building a Personal Writing Style

- Developing a consistent, professional tone and style
- Balancing formality with approachability
- Reflecting personal or company branding in written communication

#### **Delivery Format:**

The course is available in two flexible formats:

**Virtual Live Sessions:** Interactive, instructor-led classes held online, enabling real-time feedback and collaborative exercises.

**Self-Paced E-Learning:** Complete the course at your own pace with access to resources, exercises, and assessments.

#### **Course Materials**

Participants will receive:

- A comprehensive course workbook covering all modules.
- Access to writing templates, checklists, and style guides.
- Online resources, including recorded sessions, tutorials, and supplementary readings.

#### **Program Duration**

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Virtual Live Sessions: 3 days of interactive classes with 2 weeks access to the Learning Management System.

Self-Paced E-Learning: 2-month access to complete the course at your convenience.

### **Certification**

Upon successful completion of the course, participants will receive a Certificate in Professional Writing Excellence, recognizing their mastery of essential professional writing skills.

### **Enrollment and Fees**

Course Fee: NGN655,000 (Virtual Live Sessions) | NGN485,925 (Self-Paced E-Learning)

For group registrations, corporate training options, or more information, please contact our admissions team at [info@hrondeckservices.com](mailto:info@hrondeckservices.com) or call +2349044642114