Persuasive Business Writing and Email Discipline

Corporate Communications

Course Overview

Persuasive Business Writing and Email Discipline: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live...

What You Will Achieve

- Explain the core principles and current good practice in Persuasive Business Writing and Email Discipline
- Apply practical tools and techniques for Persuasive Business Writing and Email Discipline in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Persuasive Business Writing and Email Discipline in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Foundations of Persuasive Business Writing and Email Discipline: principles, terminology and context
2. The business case: why Persuasive Business Writing and Email Discipline matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Nairobi	**$1,550**
9 to 13 Nov 2026	Kampala	**$1,550**
16 to 20 Nov 2026	Johannesburg	**$1,550**
23 to 27 Nov 2026	Durban	**$1,395**
30 Nov to 4 Dec 2026	Accra	**$1,395**
7 to 11 Dec 2026	Online	**$800**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.