Professional Business Writing and Confident Speaking

Sales and Marketing

Course Overview

Professional Business Writing and Confident Speaking: 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 Business Writing and Confident Speaking
- Apply practical tools and techniques for Business Writing and Confident Speaking in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Business Writing and Confident Speaking 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 Business Writing and Confident Speaking: principles, terminology and context
2. The business case: why Business Writing and Confident Speaking 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)
23 to 27 Nov 2026	Online	**$800**
30 Nov to 4 Dec 2026	Johannesburg	**$1,395**
7 to 11 Dec 2026	Durban	**$1,650**

LTC Consultants

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