

The Fundamentals of Business Communication

Corporate Communications

Course Overview

The Fundamentals of Business Communication: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Business Communication
- Apply practical tools and techniques for Business Communication in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Business Communication 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. Setting the scene: Business Communication in today's organisation
2. Key concepts and the language of Business Communication
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Business Communication with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
9 to 13 Nov 2026	Lagos	\$1,395
16 to 20 Nov 2026	Pretoria	\$1,550
30 Nov to 4 Dec 2026	Harare	\$1,550

LTC Consultants

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