



London TDM

# Soft Skills and Personal Development Training Courses

**Course Venue:** United Arab Emirates - Dubai

**Course Date:** From 01 March 2026 To 05 March 2026

**Course Place:** Downtown Dubai

**Course Fees:** 5,000 USD

## Introduction

In today's fast-paced business environment, effective communication is crucial. This course, "Writing Skills for Professional Impact," is designed to enhance your ability to communicate through writing in a clear, concise, and influential manner. Over five days, participants will engage in interactive and practical exercises to refine their writing skills for professional success.

- Understand the fundamentals of professional writing.
- Learn to write clearly and concisely for various business contexts.
- Develop skills to create persuasive and impactful content.
- Enhance proofreading and editing skills to eliminate writing errors.
- Master the use of professional tone and style appropriate for different audiences.

## Course Outlines

### Day 1: Fundamentals of Professional Writing

- Understanding the importance of business writing.
- Identifying the key elements of professional communication.
- Differences between personal and professional writing styles.
- Introduction to basic grammar and structure.
- Exercises in clarity and coherence.

### Day 2: Clarity and Conciseness in Writing

- Techniques for writing clear and concise sentences.
- Eliminating redundant and ambiguous expressions.
- Practice in summarizing information effectively.
- The role of active versus passive voice.
- Exercises in revising complex information into simpler formats.

### Day 3: Writing Persuasive and Impactful Content

- Understanding the principles of persuasive writing.
- Techniques for creating compelling arguments.
- Incorporating persuasive elements into various documents.
- Exercises in developing persuasive business proposals.
- Identifying and understanding your audience.

### Day 4: Proofreading and Editing Skills

- The importance of proofreading in professional writing.
- Techniques for effective self-editing.
- Common writing errors and how to avoid them.
- Peer review exercises to improve written drafts.
- Using tools and resources for editing assistance.

### Day 5: Mastering Professional Tone and Style

- Developing a consistent and professional voice.
- Adapting writing style to suit different professional contexts.
- Writing with cultural sensitivity and inclusivity.
- Crafting clear and effective email correspondence.
- Final assessments and practical application exercises.