

COURSE BROCHURE: WRITING – BUSINESS AND TECHNICAL REPORTS

Master Clarity, Structure, and Impact in Business Writing

Course Overview

Clear and effective writing is crucial for conveying information, influencing decisions, and ensuring professionalism. In Fingal's diverse industries—spanning logistics, aviation, technology, and pharmaceuticals—professionals must write with precision, whether presenting data or making a persuasive case. This course provides the skills to craft structured, concise, and compelling business and technical reports that drive decision-making and organizational success.

Who is this course for?

- Professionals responsible for writing business reports, proposals, or technical documentation.
- Team leaders and managers who need to present data-driven insights clearly.
- Anyone looking to refine their ability to communicate complex information effectively.

Key Learning Outcomes

By the end of this course, participants will:

- Differentiate between business and technical writing styles and purposes.
- Develop structured, impactful reports tailored to specific audiences.
- Present data clearly and concisely to enhance decision-making.
- Apply AI-powered tools to improve clarity, accuracy, and efficiency.

Course Structure & Delivery Options

This course is available as:

- **Full-day workshop or two half-day sessions.**
- **Blended learning approach**, integrating instructor-led sessions, interactive AI feedback, and self-paced exercises.
- **Group size:** 12-18 participants for personalized support.

Course Content



- **Fundamentals of Business and Technical Writing:** Understanding purpose, structure, and audience.
- **Structuring Reports for Impact:** Executive summaries, logical flow, and persuasive formatting.
- **Data Presentation & Analysis:** Crafting visuals and summarizing key insights effectively.
- **Refining Language & Style:** Achieving clarity, conciseness, and professionalism.
- **Editing, Proofreading & AI Assistance:** Using AI tools to refine writing and enhance accuracy.

Why Choose This Course?

- ✓ Practical strategies tailored for **Fingal's industries**, including aviation, logistics, and tech.
- ✓ AI-driven tools for **real-time writing analysis and improvement**.
- ✓ Supports **Fingal Chamber Skillnet's** vision for digitalization and professional excellence.
- ✓ **Expert-led training** from EQuita's specialists in business communication.

How to Register?

For more details, booking, or custom training options, contact:

 [Your Email] |  [Your Contact Number]

 [Website Link]