



*Training Course:
Business writing skills*

*13 - 17 July 2026
Casablanca (Morocco)*

Training Course: Business writing skills

Training Course code: PS12323 From: 13 - 17 July 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

All business activities are governed by writing policies and procedures. Much effort is spent on looking at how to draft documents, and, while this is important, it sometimes overshadows the importance of the Policy or Procedure, and related documents such as Specifications and Standards.

The course will look at how these documents are created, and some of the main clauses that appear in them, all using real examples wherever possible.

The course will then consider methods to be used in drafting Policies and Procedures, and, in particular, how to avoid ambiguity and uncertainty. This is an area that generates large numbers of errors, and the aim of the course is to reduce the frequency of such errors and associated disputes.

The course will deal with Policy and Procedure documents written in the English language but will use techniques that have wide application to many types of documents.

Course Objectives

- Increase recognition of the use of Policy and Procedures
- Develop drafting skills, which will be useful tools in all types of documents
- Improve clarity of expression in documents
- Increase working knowledge of implications and potential problems with Policy and Procedures
- Better awareness of the commercial impact of drafting issues
- Improve the ability to reduce the risks

Target Audience

- Policy makers and governance professionals
- Compliance and risk management specialists
- HR professionals and administrative managers
- Legal and contract management staff
- Quality assurance and ISO specialists
- Managers and supervisors responsible for developing or implementing policies and procedures
- Professionals involved in documentation, standardization, or organizational processes

Course Outlines

Day 1

Introduction to Policy & Procedure Writing

- Introduction
- Why they are important
- What makes a good Policy
- The structure of Policy and Procedures
- Writing styles
- Incorporation of other documents

Day 2

The Governance and Roles involved in Policy

- The role of Policy and Procedures
- What needs to be included
- Who needs to be involved
- The review process
- The approval process
- Publication

Day 3

How to Implement Policy & Procedures

- Review of examples of Policy and Procedures
- Avoiding ambiguity
- Standards -ISO
- Communications
- How to ensure staff compliance
- Maintenance

Day 4

Drafting Policy & Procedure

- Drafting guides
- Best practice
- Useful tips
- Effective writing
- Commercials
- Drafting exercises, based on the documents reviewed

Day 5

Case Studies and Workshops

- Case Studies
- Groups
- Workshop objectives
- Workshop
- Final wrap-up
- Discussion

Registration form on the Training Course: Business writing skills

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