

Persuasive Business Writing with AI Assistance

COURSE OVERVIEW

This course provides a detailed framework to help leaders and professionals craft clear, compelling, and influential written communication using the support of AI-powered tools. The curriculum explores how AI can augment business writing by improving clarity, structure, and tone while ensuring alignment with organizational goals, ethical standards, and audience needs. Participants will learn practical strategies for creating persuasive reports, proposals, and executive communications, combining human judgment with AI assistance to strengthen impact and efficiency.

WHO SHOULD ATTEND?

This course is designed for executives, managers, administrative leaders, communication officers, consultants, and professionals responsible for producing written business documents. It is equally highly valuable for project managers, strategists, and policy professionals who aspire to enhance their writing skills and leverage AI responsibly to deliver persuasive, high-quality business communication.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Understand the principles of persuasive business writing in professional contexts.
- Apply AI assistance to improve clarity, tone, and efficiency in writing.
- Develop strategies for writing impactful proposals, reports, and communications.
- Balance human creativity with AI suggestions for ethical and effective messaging.
- Strengthen influence and credibility through persuasive written communication.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The core technique of persuasive business writing.
- The mastery of AI assistance tools (e.g. ChatGPT, Jasper, Grammarly) for drafting, editing, and refining professional documents.
- Frameworks for balancing AI support with human creativity and judgment.
- Techniques for adapting writing to diverse audiences and goals.
- Editing and evaluating AI outputs.
- Case studies on AI-assisted business communication in organizations.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate.
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded.