Business Writing for Professionals

28 Sep - 02 Oct 2026
Barcelona

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Business Writing for Professionals is a five-day senior business writing course delivered by Mars Training Centre across Europe and the Gulf — in London, Dubai, Vienna, Amsterdam and Doha — designed for senior managers, directors and senior professionals whose written output reaches boards, regulators, customers and the wider workforce.

Written work has become a senior executive's most visible product. Board papers, strategy memos, customer letters, regulator submissions and internal announcements — most of an executive's communication is now read before, or instead of, being heard in person. Good writing is the difference between a decision being approved and being sent back for clarification. This programme is built for senior professionals who want their written work to land cleanly the first time.

Across five focused days you will work on the disciplines that distinguish senior business writing: structuring thinking before writing, sentence-level clarity, the executive summary, board-paper and report writing, persuasive writing, and the editorial habits that turn good drafts into final documents. The programme is delivered by experienced writers and editors with senior corporate and consulting backgrounds.

What You Will Learn

- Structure your thinking before you write so that your document has a clear argument.
- Apply the pyramid principle and other senior-writing structures to your documents.
- Write executive summaries that survive a ninety-second skim by a busy executive.
- Draft board papers, strategy memos and senior reports to a clean standard.
- Write persuasive proposals, business cases and recommendations.
- Use plain English without losing seniority or substance.
- Edit your own writing and the writing of others with discipline.
- Adapt tone and register for different senior audiences.
- Apply British business-writing conventions consistently and confidently.
- Plan, draft and finalise long documents under time pressure.

How You Will Benefit

You will leave with the structures, habits and confidence of a senior business writer, together with a Mars Certificate of Completion.

Your organisation will gain a leader whose written work reaches the right people, says what it needs to say without padding, and reduces the friction that unclear writing creates inside any senior environment.

Who This Programme Is For

This programme is designed for senior professionals, including senior managers and directors whose work is read at executive level; heads of function preparing board and committee papers; senior policy professionals in government and regulators; senior consultants drafting client deliverables and proposals; strategy and corporate-development professionals; senior in-house lawyers and compliance leads who write for the business; and senior managers in family business preparing internal reports. The seniority floor is senior manager or director level and above.

How the Week Unfolds

Day one shifts the focus from words to thinking, since most weak business writing is unclear thinking dressed up in language: the pyramid principle as a thinking tool, defining the question before writing, mapping the argument, and audience analysis. Day two works at the level of the sentence — plain English at senior level, sentence length and rhythm, active voice and weak verbs, jargon and acronyms, and British business-writing conventions. Day three focuses on the documents senior professionals are judged by: the executive summary, the structure of a senior report end to end, the board paper, recommendation-driven versus narrative writing, and the role of tables and charts. Day four covers the hardest writing — persuasive structures, business cases and proposals, writing under disagreement, bad-news letters, and correspondence with regulators and auditors. Day five consolidates the week with personal editing habits, quality control, faculty coaching and a personal action plan.