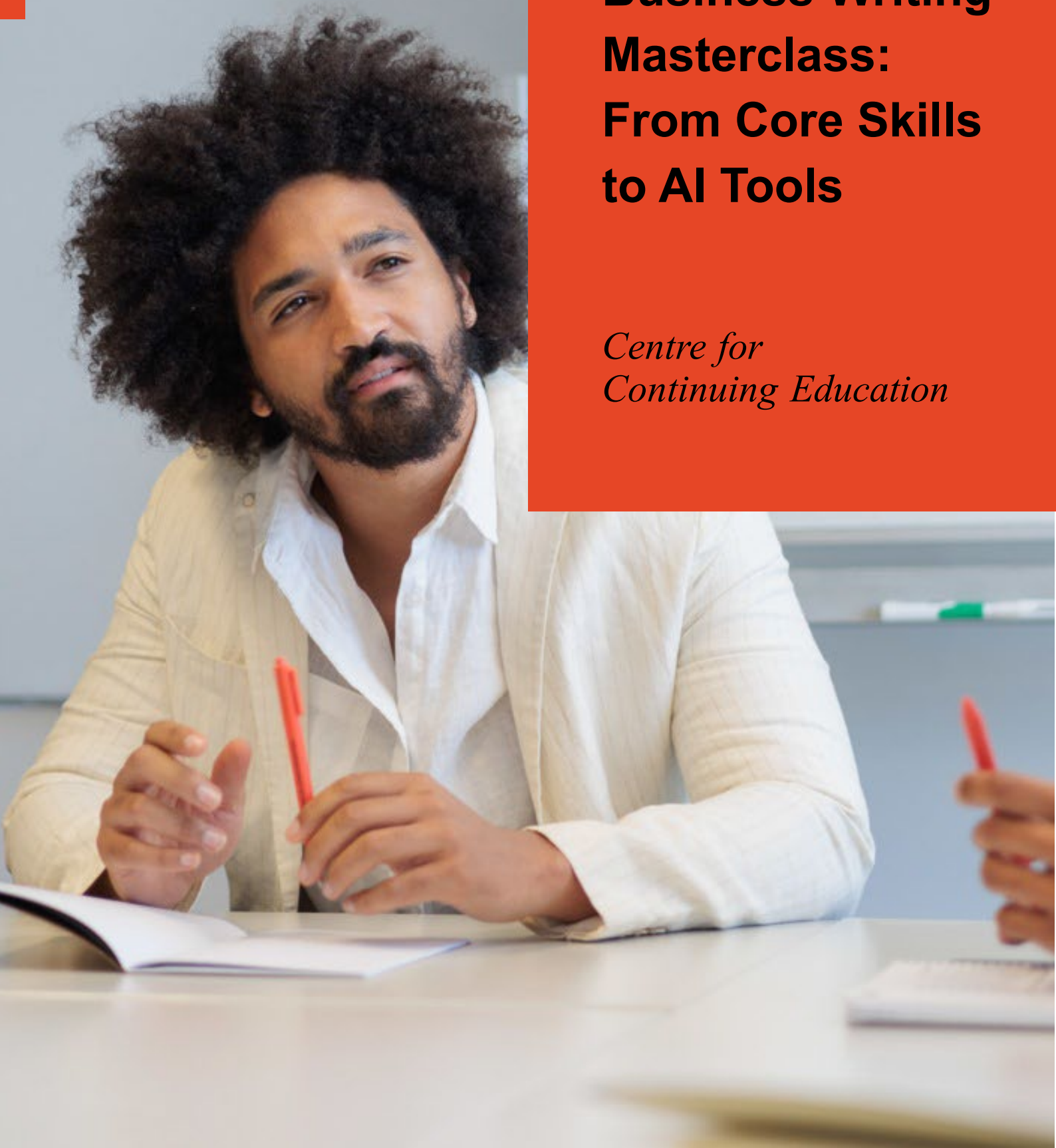




THE UNIVERSITY OF
SYDNEY

Business Writing Masterclass: From Core Skills to AI Tools

*Centre for
Continuing Education*



Business Writing Masterclass: From Core Skills to AI Tools

This business writing masterclass is a practical workshop designed for senior professionals who are moving into leadership roles and want to sharpen their persuasive communication skills. The course explains how to combine modern artificial intelligence (AI) tools with timeless writing craft to deliver their messages clearly and concisely.

As expectations grow to lead with clarity, inspire teams and influence decision-makers, the ability to write persuasively is critical. This course equips participants to craft high-impact stakeholder emails, compelling proposals and thought leadership content that reflects authority and vision.

The workshop starts with an introduction of best-practice AI prompting and other tips, before covering powerful planning techniques and structures designed to hone clear thinking before you start to write. We also cover various topics exploring the finer points of business communications, including the secret to writing persuasively, tools for simplifying complexity, and grammar and style that reinforces clarity.

Through real-world examples and hands-on exercises, you'll learn to balance precision with persuasion, ensuring your written voice matches your leadership intent.

Intended audience

The course is aimed at senior professionals and team leaders who deal with a range of stakeholders, often with the aim of shaping business outcomes. It is also useful for professionals who need to guide their team members' writing.



Course duration

1 session, 8 hours total



Time

9am - 5pm



Format

Face-to-face
or
Online in real-time



Dates

Browse available
[course dates](#)

Prerequisites

You do not need to attend Business Writing Essentials Course: From Core Skills to AI Tools first, but you should understand some principles of good writing to get the most out of this course. If you already start your writing with a message statement, have a system for organising information, understand sentence grammar, and know why active verbs are generally better than passive, you should be able to follow the workshop content comfortably.



Upon completion

Every participant receives a University of Sydney certificate of completion.



Aims

This course aims to give you the tools to present logical yet sophisticated arguments, and to support your proposals with a range of evidence. It also provides you with clear frameworks to critically review your own work and that of your team.



Outcomes

By the end of this course, you should have greater confidence and skill in writing business documents that persuade a demanding and highly informed reader. You should be able to:

- understand the benefits of AI writing tools, as well as ethical, security and creative limitations
- consider audience needs and adjust tones
- plan persuasive documents based on a clear framework of points
- structure documents effectively for navigation and focus
- simplify complex concepts using a clear and approachable style
- review written work following a four-step process.



Content

This course involves reading a number of long-format texts, analysing them for effectiveness, and using the suggested tools to improve them.

AI writing overview

An introduction to writing with AI, from tool settings to ethics, AI work modes and some of the main prompts and modifiers to use.

Planning

Hands-on and AI-supported planning techniques that ensure your document is fit for purpose.

Master structures

Structuring principles to apply to any document, even when using templates.

Strategic application

Combining the master structures with typical document templates and outputs.

Influencing upwards

Principles of persuasive writing, from the persuasion rollout to compelling audience-focused evidence and language do's and don'ts.

Advanced editing

Essential steps to take for reviewing your own or someone else's text, and how to refine your writing for focus and impact.



I really enjoyed this course. Sometimes it's hard to see how a course may help practically in the workforce, however, I can already understand how I will implement my learnings from this course.

Josephine Clark-Wroe



Materials

Course materials, including a presentation and a course booklet, are provided electronically.

Delivery style

You will learn through a variety of methods including open discussions, group exercises and individual written responses throughout the day.



Featured facilitators



Stephanie Oley

Stephanie is an experienced business writer and coach who has developed a sound method of teaching concise, jargon-free writing that tells the story and sets clear reader expectations. Her early career was in government and publishing, before she moved into business writing and coaching in 2006.

She has led various writing workshops and programs throughout both the government and private sectors. Some of her notable clients include the Reserve Bank of Australia, NSW Health, Woolworths, Transport for NSW, Credit Corp Group, Law Society of NSW, NHVR, and various Local Councils. In 2013 Stephanie followed her business nose to become partner at Sydney creative agency, The Offices, where she oversees day-to-day proposal writing, content marketing and a range of corporate client writing projects.

Stephanie has a Bachelor of Arts from The University of Sydney, majoring in Linguistics and English Literature, and holds a Cert IV in Training and Assessment. She is a member of the Sydney Chamber of Commerce and volunteers her writing expertise for a number of not-for-profit organisations.



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



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We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

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