

ESTABLISHING A CONNECTION THAT LEAVES A POWERFUL IMPRESSION

With a user-friendly method that's filled with professional writing templates, ideas, guidelines, tips and tools this course will help you improve your business writing skills by choosing appropriate words, building effective sentences, and identifying and correcting common sentence faults.



In today's information overload world, regardless of the size of your organization – whether it's a large corporation, a small company, or even a home-based business – lucid, effective communication is more essential than ever before.... Whether it's a face-to-face conversation or a professionally written e-mail exchange, it is the foundation on which companies and careers are built and a crucial component of lasting success.

Effective BUSINESS COMMUNICATION AND WRITING SKILLS

INTRODUCTION

Writing Well is an essential skill for all of us as businesses become increasingly international. Yet, when it comes to professional writing, many of us rely solely on the skills we learned from school.

The way employees in organization write may not necessarily reflect the image you'd like your organization to have. For instance, it's very common for companies to seem approachable and customer-focused in person, while unintentionally being cold and officious in writing. Employees may have fallen into bad writing habits or are using some house styles that need change.

In this intensive, practical writing workshop, a **business-writing specialist trainer will show you how to produce your documents concisely and effectively in a simplified manner using modern approach.**

The program is conducted in a "user-friendly" method that's filled with professional writing templates, ideas, guidelines, tips and tools.

KEY TOPICS COVERED

Module 1- Business Writing: Introduction

- What is Communication?
- Methods of Communication

Module 2- Rules of Grammar & Punctuation

- Grammar, Tenses & Punctuation
- Sentence Construction
- Build cohesive text

Module 3- Tone: Turn on your Style

- Common errors
- Develop an appropriate tone
- Create KISSable communications
- Remember you're ABC
- The 5 Cs of good business writing

Module 4- Effective Planning

- The 4-point plan for successful structuring
- Identifying Reader Needs

Module 5- External Communication: Letters

- Categories of Letters
- The Format and Structure
- The appropriate language used in different stages of a letter

2012

March

19 & 20 March 2012 (Mon & Tues) TIME 9am - 5pm VENUE Eastin Hotel, Petaling Jaya

Module 6- Internal Communication: Emails and Memos

- The Format, Structure and Style
- Tips on effective email writing
- Top 10 tips for better memos

Module 7- Characteristics of Business Reports

- Comparing and Contrasting Three Reports
- Analyzing report language, structure & function
- Applying the 5-Point Plan
- Report writing in practice

LEARNING OUTCOMES

This course will show you how to:

- Get your key messages across
- Use professional and friendly language that builds relationships
- Organize the information in the best way
- Understand and address your reader's needs
- Make your writing more readable
- Leave a positive last impression
- Write confidently, accurately and concisely



TRAINER'S PROFILE

MALATHY THIAGARAJAH has an interesting background – she has extensive senior management experience in Human Resources and Communications and has worked in the corporate world in Malaysia, the Netherlands, Australia and the USA.

She held the position of Senior Manager, Human Resources for a large Dutch Multinational in Kuala Lumpur, which had branch operations throughout Peninsular Malaysia and East Malaysia. She was the Recruitment Manager, and thereafter, promoted to Senior Manager of Compensation & Benefits/HRIS and, for a short period of time, she also administered the Learning & Development Department.

Malathy was sponsored by the European Union to work as a Manager in the Human Resources department for a top-10 Fast Moving Consumer Goods (FMCG) company in the Netherlands. Malathy was nominated HR Project cum Interviewer for recruiting and selecting Managers in Czech Republic and Poland. She was also instrumental in identifying Performance and Behavioural Competencies for all levels of Executives in the FMCG Company she worked for in the Netherlands.

She has extensive functional knowledge of the entire Human Resources role. Recently, she was in Washington, USA and had worked for a hotel chain, training Front-Desk/Guests Relations staff on providing excellent customer service.

LEARNING METHODOLOGY

This program is highly interactive, practical and relevant to the workplace. There will group discussions, individual Writing, Group Writing, Presentations, and Lectures with plenty of examples. Participants will practice skills learnt immediately.

Participants' workplace writing will be evaluated during the training and feedback given to the participants by the Trainer.

[Register Online](#)

[Download Registration Form](#)

COURSE FEES

RM 1080.00 per person for 2 days
Includes Lunch, Tea-Breaks,
Course Notes and
Certificate of Completion



ORGANISER / CONTACT PERSON

Malaysian Export Academy
306, Block C, Glomac Business Centre,
Jalan SS 6/1, Kelana Jaya,
47301 Petaling Jaya, Selangor

Tel: **03 7880 0413**

Fax: **03 7880 2817**

Email : shaf@exportersclub.biz
Contact Person : Shafinaah