

Effective Business Writing

1-Day In-House Training Program

It takes a lot of skill to communicate technical or commercial information efficiently and accurately. This course has been designed specifically for people who are required to write business documents. It concentrates exclusively on the skills you need to make the writing process easier and the resulting document more effective. This is a two-day workshop for those who have to prepare written documents in the organization. Our time will be devoted to all types of business writing; letters, of persuasion, of refusal or of action, that reflect current word usage and up-to-date formats. You can also become more skilled at writing to write professional business documents that are brief but concise, clear yet direct, complete and correct.

Course Outline

Module 1

Building your writing foundation

Module 2

Foundation of business writing

Module 3

Business memos and notices

Module 4

Business letters

Learning Intervention

The course is highly interactive with activities and practice session designed to put your new skills into action throughout the course. Amongst these activities is a email/letter writing workshop in which you have the opportunity to rework one of your own business documents with the help of our expert trainer.

Key Objectives

- Analyze your audience and tailor the content to their specific needs
- Gather data efficiently and select the relevant information for your readers
- Use best practice in structuring your document
- Choose words that support your message and don't distract your reader
- Learn the value of good written communication
- Revisit the rules of proper grammar and clear communication
- Develop an appropriate letter/email writing style
- Improve sentence structure and paragraph development
- Develop effective business letters for tough situations
- To apply these skills in real work applications

Beneficial to everyone in the office environment

EFFECTIVE BUSINESS WRITING (1 Day In House Training Program)

INTRODUCTION

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TARGET AUDIENCE

This course is beneficial to everyone in the office environment where communication is essential, especially executives

TRAINING METHODOLOGY

The course is highly interactive with activities and practice session designed to put your new skills into action throughout the course. Amongst these activities is a email/letter writing workshop in which you have the opportunity to rework one of your own business documents with the help of our expert trainer.

TRAINING COURSE OUTLINE:

MODULE 1: BUILDING YOUR WRITING FOUNDATION

- Sentence and paragraph construction

MODULE 2: FUNDAMENTALS OF BUSINESS WRITING

- Principles of effective written communication
- Clear, concise and direct expression of ideas
- Kiss principle
- The importance of positive tone and appropriate style
- Crafting short, simple sentences to increase readability
- Choosing familiar words that make your meaning clear
- Getting rid of the waffle that bores readers
- Putting action in your verbs for direct, concise writing
- Writing in terms your reader can relate to

MODULE 3: BUSINESS MEMOS & NOTICES

- Functions of a Memo
- Format of Memos
- Techniques for Effective Memos
- Common Types of Memos

MODULE 4: BUSINESS LETTERS

- Classification of Letters
- Enquiry
- Reply to Enquiry
- Confirmation
- Complaints
- Adjustment



Trainer's Profile

Anita Shanmugam

- Bachelor of Business Administration
- Royal Melbourne Institute of Technology, Australia
- NLP Certified Practitioner

Anita has vast experience gained in managing people; she has also developed skills in training over the years. Her clients had benefited immensely from her coaching and mentoring. She started off as a corporate Sales Executive and later held the position of Sales / Marketing Director and was also responsible for curriculum development and the marketing department. Currently, she is a trainer for all levels including operations, supervisory and managerial staff, both in Bahasa Malaysia and English. Having more than 15 years of experience in the training arena, she is known to facilitate her programs using very practical hands-on approach, enabling participants to relate to her teachings easier.

She has successfully designed, developed and customized training programs to the unique requirement of the client for various programs such as selling skills, supervisory development, communication, rehabilitation of behavior, counseling, development strategy for employees' commitment, positive work attitude, stress management, creative problem solving, thinking skills, etc., She has been a speaker at conferences, forums, and seminars especially for women and personal development — WHO AM I, Balancing Work and Career and for audiences comprising of adults, medical staff, teenagers, and children. Her program for personal development helps to enhance personal development-self-esteem and self-image. She has also been certified by HRDF to conduct the TTT (Train The Trainer) certification program, in addition, she is also an NLP practitioner. Many had benefited from her expertise as she had helped many organizations grow positively in line with their vision and goals.

Previously, Anita was attached to a training company as a corporate Sales Executive and later held the position of Sales Director and was also responsible for curriculum development. Her vast amount of hands-on experience has molded her to be what she is today. Her working experience in the field of Sales and Marketing had rewarded her with a vast amount of knowledge, skills, techniques and strategies to be a sincere and competent sales person. As the sales director, she was overseeing the planning and the implementation of sales strategies for the company. She claims that sales are her specialty because she started from the basics and gained much hands-on experience in the field of sales and marketing that enables her to share with her participants. She is very highly spirited and believes anyone can sell, given the right guidance and mentoring. She also lectures part-time at local colleges on Organizational Behaviour and Marketing, Management, and other relevant subjects. Playing the part of the sales director, she had conducted training for her company's client. She personally took part in the development of the training modules and even delivered them to participants from all walks of life.

Anita has conducted many in-house training programs most notably manage and implement a "Change Process" for her previous company in Malaysia and Singapore. The training included a very comprehensive Team Development Programme, Development of Interpersonal Skills, the Training of Employees to Solve Problems and the Value of Teamwork. She has successfully involved the employees in working in Improvement teams to solve their work problems in a systematic approach, resulting in savings to the company. Her recent Brand Project was with a leading national insurance champion - Etiqa Insurance involved from the Brand Roll Out programs prior to launch of the new Brand introducing the brand values, Brand Ambassador Training and Brand Vision to Action Program for Managers, Executives, and non-Executives

She is truly a dynamic trainer who is also a strong believer of integrative learning, which involves multiple levels of intelligence. She believes that training must be relevant to the organization and fun to the participants so that it will achieve a win-win situation for all parties.