

EFFECTIVE MODERN BUSINESS WRITING FOR PROFESSIONALS



100% HRDF CLAIMABLE

*Checkout the latest dates and training venues on <http://www.itrainingexpert.com/Training-Calendar-2012/>

OVERVIEW

How you write and what you write can greatly influence and motivate your target audience, be it your clients, customers or the top management. The power of effective written communication can contribute significantly to organisational productivity, efficiency and success in today's rapidly changing business world.

This course is an INTENSIVE REFRESHER course structured to be very practical and applicable to your business environment.

LEARNING OUTCOMES

SUITABLE FOR

This training workshop is specially designed for Managers, Executives, Section Heads, or anyone who does a lot of e-mail, report writing correspondence and written communication at work.

PRE REQUISITE

Prior to the course, you will receive a Questionnaire to answer and email back to us for preparation. Let us know what you aim to learn and what area you need to 'fix' or 'enhance' in order to make you more confident in your written communication.

COURSE OUTLINE

DAY 1: 9.00am – 5.00pm

LATEST BUSINESS WRITING FORMAT & TREND

- The 3 golden rules of effective writing
- Adopting the ABC of Business Letters - Active, Brief & Concise

WHAT IS EFFECTIVE AND SIMPLE WRITING?

- E-mails & memos
- Enquiry & Reply Letter
- Collection Letter
- Complaint & Reply to Complaints
- Business Report

KNOW WHERE YOU'RE TAKING YOUR READERS- THINK LIKE THEM

- Presentation Of Business Letters – Layout- Fully Blocked Style
- Part Of A Business Letter
- Structuring A Business Letter – 4 Step Plan

CHOOSE THE RIGHT TONE THAT PRODUCES THE INTENDED RESULTS

- Writing to Superior
- Writing to Peers
- Writing to Customers

USE SIMPLE, CLEAR AND CONCISE LANGUAGE – GET RID OF OLD-FASHIONED AND WRONGLY USED LANGUAGE

- Be polite and considerate
- Get rid of old-fashioned expressions & rewrite in plain simple English
- Go straight to the point
- Use compelling words
- Use active verbs instead of passive verbs

ORGANISE TO HELP YOUR READER UNDERSTAND

- Content Organisation Method
- A Structured Guideline For Business Letters
- A Structured Guideline For Reports

DAY 2: 9.00am – 5.00pm

MASTERING GRAMMAR IN WRITTEN ENGLISH IN REPORTS, EMAILS & LETTERS GRAMMAR- PARTS OF SPEECH THAT YOU HAVE TO KNOW

- Parts of Speech
- Verbs (Tenses) Past vs Present Perfect
- Passive Voice vs Active Voice
- Subject Verb Agreement
- Common Errors in Grammar (at workplace)

EDIT, REWRITE AND REFINE FOR CLARITY

- Spot of mistakes in tone
- Check for appropriate content
- Proof read grammar before you send the document.

PUTTING IT TOGETHER – ASSESSMENT

Final assessment on several functional reports/ email and business correspondence.

Feedback on what participants have learnt and how the skills can be applied at their workplace

METHODOLOGY

Highly practical and interactive group & individual exercises will be used to ensure the participants get sufficient practise and exposure. Beware, this is an intensive writing course and there'll be substantial writing tasks involved.

Optional: You can opt to bring your laptop or handheld devices for writing purposes.

COURSE LEADER

Ms SUE BOEY is a Master Trainer with more than 13 years of experience in training and consulting business. Prior to starting her own businesses, she has worked in the UK, Australia and with the Malaysian government. Sue is a certified Practitioner of NLP (US) and approved PSMB trainer. She is a master training in Train the Trainer – Coaching & Delivery, Business Writing & Technical Report Writing for Engineers & Technical Personnel, Leadership Within, Creativity & Practical based Problem Solving.

Sue is an English specialist who trains a range communication programs based on her wide exposure to various industries. She is trained as an English teacher in English's oldest teacher's training university college in south-west of London. She also has a M.A. Linguistics. She is also a certified Master Class Trainer and certified practitioner of Neuro-Linguistics Programming (NLP-US).

Sue was formerly a Head teacher, lecturer and Program Director in both government and private institutions. Later, she joined the corporate world and gained experience in managing and training in industries such as Heavy Equipment, Property Development, Hospitality and Multi-Level Marketing companies.

Sue is passionate about inspiring lives and transforming people. Because of the dedication, she is well-known for her highly-charged, energetic and power-packed training sessions. Among her most popular courses are in the areas of English for Work, Business Communication & Writing, Supervisory Development Programs, Technical Report Writing, Technical English & English For Specific Purposes (ESP), Leadership Development Programs, Peak Performance for Leaders, Superior Customer Service, Train-the-trainer, Business Communication, Team Building, Telephone Skills, Unleashing the Leadership Within & Life Directions.

To date, Sue has trained more than 25,000 people from 150 multi-national companies both locally and in the Asia Pacific region. She has also designed, trained and developed programs from the senior management to other levels. She trains in Malaysia, Singapore, Indonesia, Vietnam, China and Australia.

Her quest for continuous Human & Talent Development promises highly energizing and power-packed training style. She helps clients transferring knowledge into ready-to-use skills. Her famous quote: "My sessions are very practical. Give me the day and I will transfer all that knowledge for the day right into your skin. So by the end of your training with me, you walk away having the skills 'installed' into your system!"

Sue is extremely creative, dynamic, inspiring and versatile trainer who has fantastic rapport with her audience. Sue always receives rave reviews and excellent ratings from the participants she trained. She achieves this by ensuring her training is relevant, highly interactive, exciting, stimulating and inspiring - made fresh with new ideas & concepts.

FEEDBACK FROM PAST PARTICIPANTS

"Very useful and practical course. Thanks a lot!" Norhartini, Bank Negara Malaysia.

"Very impressed with my staff's progress. I'm happy with the confidence they displayed during the presentation sessions. Great job, trainers and thank you." Tuan Hj Idrus, General Manager, Scania Malaysia

"For me, this is my 4th course with Sue. Through this Business Writing workshop and Technical Report for Engineers training, I am more confident in preparing proposals and other business emails. I can spot errors in writing. That's awesome! Gained so much from Sue's fun sessions..." Azwarrudin Zani, Engineer, Mesiniaga.

"This is the best program to improve English communication in the corporate world." Nul Hussin Jamal ,
Mesiniaga Bhd

"Sue is a natural trainer and expert in her subject matter, encourages learning and pro-activeness in her participants. This training is recommended to those who are keen to learn."-Jayne Chan, Human Capital Services- Great Eastern Life Assurance (Malaysia) Berhad.

"The most valuable thing that I learned is Modern email writing style" – Tan Say Pooi – HRDF

"I can now confidently write go straight to the point in all my correspondence and reports. The trainer was excellent. " Maria Tuton, Sarawak Forestry

"I love the fact that I learn about the efficient writing style and right tone for different types of emails. The grammar portion updated me on all the mistakes that were not noticed before."
Vivienne Yeap – – Swiss Reinsurance.

"I learn to Keep It Simple & Short through the 4 step Email Writing formula" – Mohd Nazri Bin Mohd Saad, Assistant Manager – Bank Islam Malaysia Berhad

"This course offers me so useful information and the benefits in making email precise, clear and short reports" – James Richard Francis, Regional Fleet Management Officer - International Federation of Red Cross and Red Crescent Societies

"I learn to avoid common mistakes and writing in the wrong tone" Vanessa Teong, Assistant vice President – Malaysia Building Society Bhd

"I feel confident in my writing skills through the instant improvement in business grammar and the trainer is excellent" Inthirah– International Medical University

"This course should be in 3 days because it's so interesting and so much to pick up. The most valuable lesson that I picked up was the right way to write email and report writing" – Mohd Sarudin, Head of Department, MMC

"I learn the easier way to write email and reports. The trainers were very helpful and resourceful." – Zanari Sarmadi, Event Manager – Red Archer

Video Testimonies – View them in <http://www.itrainingexpert.com/Home/>

INVESTMENT

INDIVIDUAL: RM 1790.00 per delegate

GROUP SPECIAL: RM 1690.00 per delegate for a minimum of 3 participants register together.

(Fee inclusive of refreshment and Lunch, Course Manual & Materials, Welcome pack, Certificate of Achievement, post course evaluation)

REGISTRATION

Download Registration from www.iTrainingExpert.com/Registration

Registration Online: www.iTrainingExpert.com/Registration

This Training Programme is SBL Claimable *Subject to PSMB conditions.



We Are An Approved Training Provider (**Serial No: 2059**) Under SBL Scheme With
Pembangunan Sumber Manusia Berhad (PSMB/HRDF)

- All registrations MUST be accompanied with PAYMENT 14 days after the issuance of invoice to the event.
- Completed registration form with CHEQUES should be made in favor of "THE ENGLISH EXPERT PUBLISHING AND TRAINING" and bank in to Maybank Account No: 5128 5700 6541. Email or fax the pay-in slip to us at info@itrainingexpert.com or fax: +603- 8070 4164.

REGISTRATION FORM

TRAINING REGISTRATION FORM (PUBLIC PROGRAM)

Upon submission of this registration form, you undertake the Registration Policies and have read and understood the terms and regulations.

Registration date: _____
 Training Programme Title: _____
 Training Programme Date: _____
 Fee per pax (RM): _____ Total (RM) _____
 Meal preference: Vegetarian Normal

No	Participants Name	Designation	Contact No (Handphone)	Email
1				
2				
3				

Company Name: _____

Address: _____

Telephone : _____ Fax : _____

E-mail : _____

Contact Person

Name : _____ Designation : _____

Telephone : _____ Fax : _____

Mobile: _____ Email: _____

 Authorised Signature

 Company Stamp

Terms and Condition:

1. *Quotation and Invoice will be issued for your payment. Please make cheque payable to: THE ENGLISH EXPERT PUBLISHING AND TRAINING. Bank into Maybank Account 5128 5700 6541. Email or fax the payment slip back to us for confirmation.*
2. *We reserve the right to change the date or venue, and to cancel the training program should circumstances beyond our control arise. We shall inform participants of the changes.*
3. *The course offered is SBL claimable under HRDF.*
4. *By submitting the registration form, you have fully read and understand the policy stated.*

PLEASE FAX THIS FORM TO +603-8070 4164 or email to info@itrainingexpert.com

For enquiry, please contact us at +603 8075 9056



CANCELLATION OF REGISTRATION POLICY

Should you wish to cancel your registration, a request should be sent to info@itrainingexpert.com stating your name, organization, contact details (postal and email address, telephone and fax numbers), and your registration reference number.

- All cancellations will incur a 10 per cent administration fee
- Cancellations made less than seven working days before the training event will not be eligible for a refund.
- For cancellation in writing (letter/email) in more than 14 days prior to the training we will prepare a full refund.
- If you cannot attend an event, you can nominate a substitute at any time without payment of an administration fee.

PROGRAM POLICY

Please note that consultant and topics are confirmed at the time of publishing. However, should circumstances beyond the control of the organizer may occur, we reserve the right to alter or modify the advertised speakers/ topics/ dates if necessary.

PAYMENT DETAILS

Payment is required within 14 days upon receipt of the invoice. All payment must be before to the training date. Confirmation letter will be issued to participants once payments have been received. All payments must be banked into the organiser's bank account and email or fax payment slip as proof of payment.

For late payment, we will start charging a 10% interest for payment not received 7 days after the completion of the program.

ORGANIZER'S RIGHT TO CANCEL OR RESCHEDULE

We reserve the right to cancel or reschedule any program or course. In the event that, the organizer cancels a program or course, a full refund of the amount paid for the program or course will be issued or applied as a credit toward a rescheduled program or course.

We cannot and do not assume responsibility for any other costs (i.e. non-refundable airline tickets or hotel reservations) or damages (including consequential, exemplary, incidental, or tort damages) or for any lost profits resulting from the rescheduling or cancelling a program or course.

Email to info@itrainingexpert.com with any questions or concerns.