

# Powerful Business Writing Skills

1 & 2 March 2010 - Kota Kinabalu



**At the end of this program, the participants will be able to:**

- improve their skills in writing clear and concise letters, reports and e-mails in reply to customer feedback.
- understand the reader's position to gain a new perspective on written communication.
- understand factors which affect report format, style and organizing the content/information.
- apply persuasive writing techniques to gain the interest of the readers.
- put across points effectively and persuasively.

Organiser:



ADROIT

HRDF:



Malaysia

International Partners:



Australia



Singapore



Australia

## Introduction

Every letter or report you write as a business person creates an impression of the way you and your organisation do business. What you write is a reflection of the way you think. Whether the reader is an external or internal customer, everything you write must hit the mark!

No matter how much technology improves the workplace, there will always be real power in the written word. There will always be a need for people to write clearly, technology has merely simplified the process.

This workshop aims to help participants write effectively by applying a simple process and techniques of good business writing skill.

### Programme Outline:

- Planning, paragraph structuring and sentence construction.
- Business Writing Style – the elements of style that contribute to the overall tone of business communication.
- Writing Letters and Memos to external parties which are businesslike.
- Preparation of brief reports – planning, organizing, writing and formatting reports.

### Programme Methodology:

- Lectures, exercises and group discussion.

## Facilitator's Profile

### ■ Barry Terrence Hogan



Barry has worked for major companies in the UK, having gained 17 years work experience in electrical engineering & Information Technology. He holds recognized British electrical engineering qualifications together with other vocational certificates. He has obtained Microsoft Certified Professional (MCP) qualifications for various windows operating systems and Networking products that make up the M.C.S.E (Microsoft Certified Systems Engineer). Apart from his technical work experience, Barry, as a native speaker, conducts business communication classes and also English-as-a-second-language classes for non-English speaking professionals at several language institutions. He is a CELTA-trained Language Tutor.

# Course Schedule

Time	Contents	Day 1 .
08.30 am	Registration	
09.00 am	<ul style="list-style-type: none"> <li>• <b>Overcoming 'Writers block' techniques</b></li> <li>• <b>The process of writing</b></li> </ul>	
10.30 am	Tea break	
10.45 am	<b>The six C's</b>	
12.30 pm	Lunch break	
01.30 pm	<ul style="list-style-type: none"> <li>• <b>Parallelism</b></li> <li>• <b>Formality</b></li> </ul>	
03.15 pm	Tea break	
03.30 pm	<b>Using simpler words</b>	
05.00 pm	End of Day 1	

Time	Contents	Day 2 .
08.30 am	Registration	
09.00 am	<ul style="list-style-type: none"> <li>• <b>Business correspondence:</b> <ul style="list-style-type: none"> <li>- Memos</li> <li>- E-mail</li> <li>- Letters</li> </ul> </li> </ul>	
10.30 am	Tea break	
10.45 am	<ul style="list-style-type: none"> <li>• <b>Netiquette</b></li> <li>• <b>Visual impact</b></li> </ul>	
12.30 pm	Lunch break	
01.30 pm	<ul style="list-style-type: none"> <li>• <b>Active and passive voice</b></li> <li>• <b>Conciseness</b></li> </ul>	
03.15 pm	Tea break	
03.30 pm	<ul style="list-style-type: none"> <li>• <b>Short expressions</b></li> <li>• <b>Redundancy</b></li> </ul>	
04.50 pm	Q & A/ Certificate presentation	
05.00 pm	Closing	



Being able to write expressively, accurately and above all understandably, is a key requirement we all need today.

# REGISTRATION FORM

## Powerful Business Writing Skills

Date : 1 & 2 March 2010

Venue : Hyatt Regency Kinabalu, Kota Kinabalu

PLEASE COMPLETE THIS FORM AND KINDLY FAX TO 6082 - 463 712

### • FOR PARTICIPANTS

Please tick :

**FEE : RM1,480.00** per participant  
inclusive of course materials, tea breaks, lunch,  
and Certificate of Attendance

**GROUP DISCOUNT** : 10% off total  
fees payable ( for 3 or more participants from  
the same company )

**SPECIAL DISCOUNT** : early bird  
( RM1,380.00 per participant on paid registration  
by 8 February 2010 )

Contact Person :

Designation :

Mobile no :

Email :

Company Name :

Company Address :

Telephone :

Fax :

Email :

Name of Participants :

1.

Designation

2.

3.

THE ORGANISER RESERVES THE RIGHT TO AMEND OR CANCEL THE EVENT DUE TO UNFORESEEN CIRCUMSTANCES

### TERMS & CONDITIONS

#### 1. CANCELLATION OF REGISTRATION

- Must be made in writing.
- Received more than 14 days before the training — a full refund will be given.
- Received 7 - 14 days before the training — a 50% refund will be given.
- Received less than 7 days before the training — no refund but a substitute delegate is welcomed.
- Non-attendance on the day of the course attracts a full fee.

#### 2. PAYMENT

- All cheques must be made payable to Adroit Global Network Sdn Bhd and payment must be received prior the workshop.

### ORGANISER :



**ADROIT GLOBAL NETWORK SDN BHD** (CO.NO. 568457-M)

(Formerly known as Adroit & Associates Sdn Bhd)

1st & 2nd Floors, Unit 41, RH Plaza

Lrg Lpg Terbang 1, 93250 Kuching, Sarawak, Malaysia

Tel : 6082 462 712 / 452 712 Fax: 6082 463 712

H/P : 6012 892 8484

Email : adroitconsultation@yahoo.com

Website : www.adroitglobalnetwork.com.my