

Business Writing Excellence (2 Days)

Details of the program

Date : 17th – 18th November 2020

Time : 9am – 5pm

Venue : Armada Hotel, Kuala Lumpur

Fee : RM1,500.00



Overview

An investment in Business writing skills can yield huge workplace & personal dividends. Increased productivity, proper communication and corporate image, enhanced quality of work, improved rapport with team members and customers – all create a positive impact on your company's bottom line.

You will learn to build the communication skills essential to becoming a persuasive and inspiring person who achieves phenomenal outcomes. Your culturally diverse organization is a wellspring of talent and opportunity. However, some of your highly qualified professionals may lack the business writing skills required to fully realize their potential in the workplace. Innovative ideas are left unheard. Team interactions become complicated. Customer service suffers. Opportunities for advancement seem limited.

Our focus is on the real world of business – the writing skills that you will need every day in business, the skill that will help make you more successful. A communicative functional approach to increasing your skills as quickly as possible.

Learning Outcomes

At the end of this course, you will explore the objectives on how to:

- Develop written communication skills and improve your business writing skills
- Master essential punctuation and grammar rules to communicate more effectively
- Master the 5Cs of effective Business Writing
- Plan and construct letters, memos or emails effectively in various situations
- Maximise clarity, impact and persuade the reader
- Know the hands-on principles of Business writings and using them effectively
- Learn the art of using the right words in letter and email writings to get the desired outcome
- How to plan properly business writing (email, memos & letter)
- Master the proper art writing minutes, agendas and meeting summaries professionally
- Give your business documents that final polish before you send them
- Master the art of 'rephrasing' for business writing and achieve greater understanding in communications

Methodology

- Over the workshop, delegates practise writing skills, learning the techniques through group discussion, exercises and working on real examples of reports you bring to the workshop.
- Designed for all levels of management, this workshop provides a practical hand-on approach to basic business writing. Throughout the workshop, participants will learn through active participation using exercises and questionnaires.



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Master Trainer

Mathy Randhawa has been inclined to Human Resources trainings with various established organizations in Malaysia and overseas. She has vast experience in the training field and specializes in Soft skill-and HR related trainings for more than 18 years. Currently, spoke on local radio station, Business FM on Key Traits To Break or Make A Leader. In addition, she writes articles on HR related matters.

She has established herself as a consultant and a facilitator in modern Business Writing, Technical Writing and communication skills. Besides, holding an Honours Degree in Law, Mathy is also a **Certified Corporate Trainer by Deloitte United Kingdom and PSMB**. She is a **Law graduate from United Kingdom and has a certificate of Completion to the English Bar by Lincoln's Inn (UK)**. She has vast experience in the training field and specializes in Soft skill-and HR related trainings for more than 15 years.

Mathy has conducted training interventions in various industries; oil & gas, banking sector, hotels, small scale industries, minor & major manufacturing industries, government units, public sectors, colleges & other educational institutions. She brings to table a proven expertise in identifying training needs, designing training content, developing assessment and executing them.

She is an expert in conducting extensive presentations in Customer service, Impactful Communication, Business Writing, Presentation Skills, Technical Report Writing, Assertiveness, Managing Cultural Diversity, Interpersonal Skills and Employment Act 1955 congruent to Termination Process. She has also acted as a legal advisor for few organizations on setting up of the Domestic Enquiry Panels and advising on Employment Act 1955.

In addition, she exhibits an honest work ethic with the ability to excel in fast-paced, time-sensitive environments. Self-starter with the ability to analyze organizational behaviour and recommend strategies to improve performance and maintain professionalism at all times.

As a result oriented Corporate Consultant, Mathy focuses in helping people dramatically to increase their image impact, visual presence, improve their business and social skills, maximize their communication skills and improve their levels of performance.

Her experience in trainings allows her to infuse her natural enthusiasm and extensive practical experience with proven techniques to facilitate adult learning. She often focuses on the use of humour to facilitate change, which she believes lightens up the atmosphere and let people relax into learning. Her programs are noted for being, interactive, cerebral, energizing, and hands-on. She combines a practical facilitating style with a broad range of domain training experience, allied to her personal enthusiasm, to present dynamic and informative programs that participating audiences find easy to relate to.

Course Outline

SKILL 1 : WRITING SKILLS' -Introduction

- Spelling it Right-Commonly Misspelt Words
- Developing Good Vocabulary
- Punctuations

SKILL 2: KNOWING YOUR ENGLISH

- Grammar -Verbs, Adjectives & Nouns
- Singularity and pluralism
- Knowing what level of English to use at what occasions
- Synonyms, Antonyms & Homophones

SKILL 3: EMAIL & MEMO WRITING SKILLS

- Opening and presenting what needs to be highlighted in emails (putting yourself in their people's shoes)
- Rules of Good E-mail Writing (the 5 Cs of effective writing)
- Clarity and objectivity of email -balancing with simplicity
- Ending and 'art of getting desired reply' technique

SKILL 4 : WRITING BUSINESS LETTERS

- Features of typical business letters: Government sector sectors
- Types of Business Letters
- Writing Business Letters: Proper formats of official letters
- "Manglish" Not Allowed ; avoiding it
- Other Business letters: Suppliers and Customers

SKILL 5 : WRITING REPORTS

- Organising your content for easy comprehension
- Some useful techniques for longer documents
- Structuring your report –standard elements and variations
- Checklist for structure –does it support your content?
- Avoiding writer's block: the mindset for drafting

SKILL 6: CONSTRUCTING & CONVEYING YOUR MESSAGE

- Understanding how to structure sentences
- Selecting the relevant points of your message
- Structuring your points in a logical sequence
- Capturing the attention of the reader
- Using proof reading techniques

SKILL 7: WRITING AGENDAS, MINUTES OR MEETING SUMMARIES

- Benefits of good minute taking
- Agenda – layout and contents to facilitate minute taking
- Layout and style of minutes
- Preparation to take the stress out
- Recognising facts from chatter
- Knowing what to include

SKILL 8: EDITING YOUR WORK

- A top-down approach to improving text – edit like a reader
- Effective transitions – holding the flow of thought
- Tips to maximise impact
- Polishing the words – poppycock and commonly-confused words
- Polishing your grammar and punctuation – common mistakes and things that make some people go mad
- Spelling – using the tools
- Infinitives
- Proofing your work – tricks to help you see what's really there

Registration Form

ORGANISATION

CONTACT PERSON

ADDRESS

ENROLLMENT (NO.
OF PAX)

TEL

EMAIL

TERMS AND CONDITIONS

COST FEE

Cost RM1,500 per pax (inclusive of all materials and certifications).

Please pay full amount of RM1,500 per person to secure your place.

The full fee is required with your registration 2 weeks prior to the training. The Fees include lunch, coffee/tea breaks and notes and Certificate of participation.

3 Persons registered are entitled to a 10% discount. Further discount are available for large group

Written Cancellation : Registration cancelled 7 days prior to the event are subject to a RM110.00 service

Charge per pax. There will be no refunds for notice received less than 7 days to the event.

A substitute may be made at anytime at no extra cost.

PAYMENT MODE

All Bank Draft / Local Order / Cheques must be crossed and made payable to:

Quantum Achievers International SDN BHD

BANK TRANSFER

Account Name – Quantum Achievers International Sdn Bhd

Account No – 512-400-500374 (Maybank)

All enquiries must be forwarded to: -

Quantum Achievers International S/B

Suite 7-23, 7th Floor, PV16, 2 Jalan Danau Saujana,

Danau Kota, 53300 Kuala Lumpur

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