

# EFFECTIVE BUSINESS WRITING SKILLS WORKSHOP

**ATCEN** SM

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**Date : 5<sup>th</sup> – 6<sup>th</sup> March 2018**  
**Venue : Vistana Hotel, Kuala Lumpur**

## Workshop Description

This practical workshop delves into how to send precise and concise written messages to a receiver with a high level of professionalism. The workshop highlights the need for a polished and structured business writing format. It also emphasizes the importance of using contemporary, appropriate and grammatically correct language expected in professional business writing.

## Workshop Learning Objectives

- Develop the skills of effective business writing that produce positive results.
- Develop the skills of good communication in workplace.
- Plan your writing for success.
- Understand and master the application of the 7Cs of good writing to business-success writing.
- Identify the purpose of writing & understand your reader.
- Recognize common writing practices that should be avoided.
- Develop the skills of writing the right style.
- Write effective documents by applying principles learnt.
- Write clear and easy to understand letters and emails.
- Recognize and avoid the most frequently misused words & phrases in business writing.
- Apply consciously the three-stage editing process.
- Master basic rules in punctuation, grammar & syntax

## Who Should Attend?

- Managers
- Executives and Non-Executives

### Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Break
1300 – 1400	Lunch
1530 – 1545	Afternoon Break
1700	End of Workshop

*Chronology applies for Day 1 and Day 2.*

**Facilitated & Marketed by:**

**ATCEN** SM

This training is **PSMB claimable**  
Subject to PSMB approval

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## Module Outline

### Module 1: Business Writing Today

- Effective Business Writing
- Self Assessment: Are You Writing Effectively?
- The Beauty of Plain English
- The 7Cs of Effective Business Writing

### Module 2: Develop Effective Writing

- Plan and Prepare Your Writing
- Set Clear Communication Goals for A Clear Message
- Understand Your Targeted Audience

### Module 3: Writing the Right Style

- Business Writing - Formal or Informal
- What Do you Want to Convey & How Are You Going to Convey
- Use the Right Tone
- Choose the Right Words
- Words and Phrases That Soften the Impact
- Drop the Redundant Words
- Stuffy vs. Straightforward Words

### Module 4: Effective Letters & Emails

- Four-Point Plan in Writing
- Templates to Plan the Message- Handling Complaints, Conveying Good/Bad News, Requesting/Providing Information or Persuasive Writing.
- Write Effective Business Letters
- Email Etiquette Always
- Effective Layouts

### Module 5: Polish the Document

- The Three-Stage Editing Process
- Ensure the Clarity of the Message
- Organize the Flow of the Message
- Grammar Essentials
- Commonly Misused Words & Phrases

## Program Facilitator

### Irene Wong

Irene Wong is a Training Consultant with the ATCEN Group of companies. With a proven track record in the training & education industry, Irene has more than 14 years of facilitating, training and lecturing experiences dealing with both working adults and students. She holds a Master of Science (Guidance and Counseling) and a Bachelor of Education in Teaching English as a Second Language. She is a much sought after speaker/ trainer in the English language arena.

Over the years, she has facilitated and trained many local and international young adults in Proficiency English of various levels especially in Reading and Writing Skills. She has conducted workshops and programs for English for Academic Purpose, Academic Writing, Business English and Technical English at Universiti Kebangsaan Malaysia (UKM), INTI University College of Malaysia, KBU International College and ERICAN Language Centre. Her vast and in-depth experience specializing in the English language has brought much success to her participants and students over the years.

Irene also teaches various courses in communications i.e. Business Communication, Critical Thinking & Study Skills, Strategic Communication, Communication Theories and Public Speaking classes for undergraduates at UPM and KBU and the corporate environment.

Some of the companies she has trained over the years include Zenith Media Malaysia, Tokio Marine Life, Malaysian Industrial Development Finance Berhad (MIDF), Pos Malaysia, Proton Edar Sdn Bhd, The Star Publications, CIMB, Pacific Mutual Fund, Jebsen and Jessen Comm Solutions, FCS Computer System, TT dotcom, Puncak Niaga, Syabas, Atos Origins, Securities Commission, Credit Guarantee Corporation, Tanjong Kapal Services, Fibertex Nonwovens, Perodua, INCEIF, Bank Islam, Ansell Shah Alam Sdn Bhd, Energy Academy, O'Connors Engineering, SONY Malaysia, Bank Islam, ValueCAP Sdn Bhd, Syarikat Prasarana Negara Berhad, Fajarbaru Berhad, Sime Kansai Paints Sdn Bhd, Bukit Kiara Properties, Integrated Petroleum Services, IOI Corporation, Unilever Malaysia, NGL Tricor, Bank Rakyat, Fonterra Sdn Bhd, Khazanah Nasional, Golden Screen Cinema, Mitsubishi, Selangor Industrial Development Corporation, OCBC, PORTMAN College, Taylors University, Pentago Landscape, BMW, Sanofi-Aventis, BASF, MyClear, Zurich Malaysia, SP Setia and etc.

Currently she manages a ATCEN Learning Centre that specializes in English & Personal Mastery workshops. Irene is actively involved in writing scripts and organizing short play competitions for students. She also conducts counselling sessions regularly for the participants of her programs.

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## Companies that have attended “Effective Business Writing Skills Workshop” public workshop since 2010

Abyses Sdn Bhd	DSM Nutritional Products Malaysia	Malaysian Industrial Development Finance	SAS Institute Sdn Bhd
Accel Graphic Systems Sdn Bhd	Ebara Pumps Malaysia Sdn Bhd	Malaysian Institute of Accountant (MIA)	Schaefer Kalk
Affin Holdings Berhad	Emerson Process Management	Malaysian Life Reinsurance Group Berhad	Schneider Electric Industries (M)
Affin Hwang Asset Management	Esabee Biotika Sdn Bhd	Management & Science University	Selangor Industrial Corporation
Airfoil Services Sdn Bhd	Export Import Bank of Malaysia Berhad	Malene Insurance Brokers Sdn Bhd	SGL Carbon Sdn Bhd
Ajinomoto (Malaysia) Berhad	FCS Computer Systems Sdn Bhd	Management & Science University	SHELL
Allianz Life Insurance Malaysia	Federation of Investment Managers	Mandarin Oriental Kuala Lumpur	Sime Kansai Paints Sdn Bhd
Ambang Wira Sdn Bhd	Fibertex Nonwovens	Maspa Inspection and Testing Services	Star Publications (M) Bhd
Ansell Shah Alam Sdn Bhd	Fibertex Personal Care Sdn Bhd	Materialise Sdn Bhd	Syabas
Asian Finance Bank Berhad	Flamingo Hotel by the Beach Penang	Maybank	Syarikat Lori Hup Soon Sdn Bhd
Asian-Pacific Resource & Research	FlyFirefly Sdn Bhd	MEASAT Broadcast Network Systems	Syarikat Takaful Malaysia Berhad
Centre for Women	Fonterra Brands (M) Sdn Bhd	MISC Berhad	Tanjung CSI Sdn Bhd
Astro Digital 5 Sdn Bhd	GCH Retail (M) Sdn Bhd	Malaysian Resources Corporation Berhad	Tanjung Offshore Services Sdn Bhd
Australian Trade Commission	GSC Sdn Bhd	MVEC Exhibition & Event Services	Taylor's University Sdn Bhd
Bank Islam (M) Berhad	Haco Asia Pacific Sdn Bhd	Nalco Industries Services Malaysia National	Telekom Applied Business Sdn Bhd
Bank Negara Malaysia	HB Yamaha Motor Research Centre	Bank of Abu Dhabi	Telekom Malaysia Berhad
Bank Rakyat	Heveaboard Berhad	Newfield Sarawak Malaysia Inc	Tenaga Nasional Berhad (TNB)
BBDO (M) Sdn Bhd	Hilton Kuala Lumpur	NS Bluescope Malaysia Sdn Bhd	Texas Instrument Malaysia Sdn Bhd
Boustead Petroleum Marketing	IEV Group Sdn Bhd	Orogenic Resources Sdn Bhd	TGV Cinema Sdn Bhd
BP Business Service Centre Asia	IGB Corporation Berhad	outLOUD Studios	TH Heavy Engineering Berhad
Bredero Shaw Malaysia Sdn Bhd	Integrated Petroleum Services Sdn Bhd	Overseas Assurance Corporation (Malaysia)	The Bank of Nova Scotia Berhad
Bridgestone Engineered Products of	Integrated Well Services Sdn Bhd	Pacific Mutual Fund Berhad	The BIG Group
Asia Sdn Bhd	INCEIF	Pan Malaysian Pools Sdn Bhd	The Saujana Hotel Kuala Lumpur
British American Tobacco (M)	International Enterprise Singapore	Parker Hannifin Industrial (M) Sdn Bhd	Theta Edge Berhad
Bukit Kiara Properties Sdn Bhd	iPerintis	Pascorp Paper Industries Berhad	Time DotCom Berhad
Bureau Veritas (M) Sdn Bhd	IPG Mediabrands Sdn Bhd	PBAPP	Touch'N Go Sdn Bhd
Cadbury Confectionery Malaysia	Ipolvusi Sdn Bhd	Pelaburan Hartanah Berhad	Toyo Ink Sdn Bhd
CIMB	IRIS Corporation Berhad	Perbadanan Nasional Berhad	Transgistics Sdn Bhd
Clorox (M) Sdn Bhd	Isagenix (Asia Pacific) Malaysia Sdn Bhd	Perdana Leadership Foundation	Transmile Air Services Sdn Bhd
Cosway (M) Sdn Bhd	Jabatan Pem. dan Penyelidikan Sabah	Pharmaniaga Logistics Sdn Bhd	Transnational Insurance Brokers (M)
Credit Guarantee Corporation	Jebsen & Jessen Communication	PIKOM	Tropicana Medical Centre (M)
Country Annexe Sdn Bhd	Johnson & Johnson	Poly Glass Fibre (M) Bhd	TT dotCom Sdn Bhd
Cyberjaya University College of	JT International Trading Sdn Bhd	PORTMAN College Sdn Bhd	U Mobile Sdn Bhd
Medical Sciences	Kenanga Investment Bank Berhad	Pos Malaysia Berhad	UMW Corporation Sdn Bhd
Cyberview	Kenji Technology Sdn Bhd	Prince Court Medical Centre Sdn Bhd	Vacances (M) Sdn Bhd
D.S.C. Engineering Sdn Bhd	Khazanah Nasional Berhad	Prometric Technology Sdn Bhd	Valuecap Sdn Bhd
Deleum Berhad	Le Meridien Hotel	Proton Edar Sdn Bhd	Vanbreda International
Dewan Filharmonik Petronas	Malaysian Communications & Multimedia	Public Mutual Fund Berhad	Vedel IT Sdn. Bhd.
DHL Express	Commission (MCMC)	Puncak Niaga (M) Sdn Bhd	Viewpoint Research Corp. Sdn Bhd
Diamond Key International (M)	Malaysian Electronic Clearing Corporation	Ramunia Holdings Berhad	Walton Berhad
Dimension Data Sdn Bhd	Sdn Bhd (MyCLEAR)	Rangkaian Pengangkutan Integrasi Deras	Wawasan Berhad
		SAJ Holding Sdn Bhd	Yayasan Inovasi Malaysia
		Salcon Engineering Berhad	

## Participants' Feedbacks

*“Plus Point - Energetic and fun facilitator” - Executive Assistant, Asian-Pacific Resource & Research Centre for Women*

*“Good presentation, clear, a lot of knowledge from trainer. Good Job” – Executive, Cyberjaya University College of Medical Sciences*

*“I hope the durations of the programme can be extended few more days. I am very enjoy the whole programme.” – Executive, Taylor's University*

*“Good information on reporting template and samples. Very informative and up to date style of writing report.” – Regional Manager, TGV Cinemas*

*“This workshop has helped me to articulate what am trying to express in my written communicator. Thank You very much” - The BIG Group*

*“I enjoyed learning and feel more confident to write and letter with the simple step CBD”*

*“We appreciate the take-home notes. Class is interactive, which is great!”*  
- Associate Analyst , Bank Negara Malaysia

*“The workshop was great because it give me a lot of idea improve my business writing. A lot of example give a clear view on writing a letter/email.”*

**28<sup>th</sup>**  
**SESSION**  
**SINCE**  
**2010!**

**91%**  
**Score on Trainer's**  
**Feedback – Last**  
**Session**  
**(December 2017)**

**354**  
**Numbers of**  
**participants that have**  
**joined this course**  
**(public workshop)**  
**since 2010**

To Register or For More  
Information

**Kindly call 03-7728 2623 or  
email to [info@atcen.com](mailto:info@atcen.com)  
[www.atcen.com](http://www.atcen.com)**