



EFFECTIVE BUSINESS WRITING SKILLS

ATCENSM

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Date : 30th – 31st July 2018
Venue : ATCEN Learning Centre, Damansara Perdana

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.
- 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?

- Executives
- 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:

ATCENSM

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
- Useful Language Expressions
- 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

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Program Facilitator

Loshini Priyaa A/P Rajangeran

Loshini acquired her Bachelors of English language in Linguistics and Literature with a minor in Mass Communication from Universiti Tunku Abdul Rahman. Prior to her undergraduate studies, Loshini has completed her college education with a Diploma in Pharmacy at Masterskill Global College.

She has worked in various fields before embarking on the pathway of training and development. She has served in fields like food and beverages, involved in marketing activities, product merchandising, sales and last but not least, recent engagement in customer service field for a Singapore-based market.

Over the years, Loshini has actively participated and organised events that have carved the pathway for her to gain insights into the needs of having the best communication and negotiations skills to accomplish tasks. She has participated in debate, drama and elocution competitions from school to inter - clubs and inter - varsity levels to national levels. She also holds a 1st-degree black belt in Tae Kwon Do and has organised championships for district levels.

During her time in University, she has participated in training camps to teach and enhance students' language skills particularly in English. She has organised debate workshops for secondary students to improve their argumentative skills. She has been the secretary for English language society throughout her college and university time, thus has great passion and love for English as a language.

Some of the companies that Loshini has worked over the years are McDonald's, Sai Baba Mercy Home, Taman Desa Medical Centre, Hosp. Bahagia Ulu Kinta, Maxcare Telecommunication Sdn. Bhd., Health Point Pharmacy, Penang Adventist Hospital, Pelangi Publishing Group and Aegis BPO Sdn. Bhd.

Program Facilitator

Lai Jun Leong (JL Lai)

Certified Trainer (HRDF)

Lai Jun Lai (JL) has been involved in people development field for more than five years transforming every youth that he crosses path with, into young leaders. JL is also a certified trainer by Human Resource Development Fund (HRDF).

JL started off early in secondary school conducting and facilitating several teambuilding programs. Furthering his passion at tertiary level, JL was the president of Millionaire Business School for the year 2013, 2014 and 2016. The Business school specializes in providing Finance and Business education services and organizing Business events. JL was involved in sales while simultaneously trained, guided and coached his team members for four years in the organization.

Throughout his term as the president, JL organized 'Business Festival' for three consecutive years since 2014 till 2016 and 'GET RICH through Business Investment' program for 2015 and 2016. JL worked on conferences such as "Human Capital Development Conference 2017" and "Asia Human Capital Development Conference 2018" and projects for clients from Multinational Corporation and Small and Medium Business enterprises even before graduating from college.

In the corporate world, JL was involved heavily in Business Development field and managed large scaled projects with Telekom Malaysia, Hong Leong Bank, and SP Setia for customer experience and leadership programs. He worked with Maxis on "Sales and Leadership Development" programs for their small & medium business division and a lot more. He is also one of the leading Mandarin/ Cantonese speaking trainers.

Some of the companies that JL has worked with include AmBank, AON Insurance Brokers (M) Sdn Bhd, BD Agriculture Sdn Bhd, Bemis Asia Pacific Sdn. Bhd., Bonuslink, Danone, DHL Express Bhd, Dumex, Felda D'Saji Sdn. Bhd., Grand Flo Berhad, Hilti Asia IT Services Sdn. Bhd, Hong Leong Bank Berhad, Hua Yang Berhad, IOI Corporation Berhad, Johnson Controls (M) Sdn. Bhd., Kenanga Investment Bank Berhad, LB Aluminium Bhd., Maxis Berhad Millionaire Business School, Mitsui Sumitomo Insurance Group, PORTMAN College, SP Setia Berhad, SWIFT, Telekom Malaysia, Time software and UOA Development Berhad.

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

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

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.”

28th
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**
www.atcen.com