



EFFECTIVE BUSINESS WRITING SKILLS

ATCEN

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Date : 12th – 13th December 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:

ATCEN

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

30th
SESSION
SINCE
2010!

90%
Score on Trainer's
Feedback – Last
Session
(April 2018)

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