



# EFFECTIVE BUSINESS WRITING SKILLS

(+ with 16 weeks access to Reallyenglish online e-learning platform)

**ATCEN**

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**Date : 13<sup>th</sup> – 14<sup>th</sup> July 2020**

**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



**Reallyenglish**

**Do you want to continue to improve your English even after the workshop ends?**

**ATCEN will provide each registered participant access to the English learning online platform, from the award winning online company Reallyenglish.**

**Reallyenglish is an interactive, flexible and exciting way to learn English, especially for working adults. This international e-learning platform allows learners to learn English at their own pace across numerous devices.**

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

Facilitated &  
Marketed by:

**ATCEN**

# Effective Business Writing Skills

13<sup>th</sup> – 14<sup>th</sup> July 2020, ATCEN Learning Centre, Damansara Perdana

## 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

#### 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.*



Through the workshop, the trainer will be utilizing some of the content from the Reallyenglish website. Students can access the online content from multiple devices.

All participants will be provided unlimited access to Reallyenglish (Writing for Business).

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## Program Facilitator

### Jayanth Kumar (Jay)

Jay advocates that an “unexamined life, is a life not worth living” – Socrates. Hailing from a state famous for its food, Jay picked up Hokkien while growing up, apart from other languages he speaks. He is a sought-after consultant and trainer in Customer Experience, leadership Management, Communication and Organizational Culture Development programs. Jay has innate drives to coach and develop human capital globally to achieve their highest potential through competency based training and behavioral development. Hence, he has consulted and trained various industry players throughout Malaysia and Singapore in quality performance management, customer advocacy management, customer quality management, managerial and leadership skills, customer service skills, communication skills and various soft-skill programs.

Jay is qualified with a Diploma in Computer Studies and Business from the National Center of Computers (NCC) from the United Kingdom and attained a Bachelor of Science in Psychology and Communication from Upper Iowa University in the United States. He was a leader in various fraternities and organizations while working with the university as well. He is a certified professional trainer under ARTDO International and is currently pursuing his Masters in Organizational Psychology.

Jay has 18 years of work experience in various industries throughout Malaysia, he strongly believes that developing human capital in the area of service is the key fundamental aspect of any successful business and that service itself needs to grow towards the higher expectations and consumer experience in current competitive industries. He started out his career in the service industry, managing reputable restaurants in Penang. He was in hotel management when he first came to KL, and later joined a contact centre of a multinational company for 8 years that provides IT solutions for corporate and consumer customers globally. Jay has developed various competency framework management and training development program in customer service, customer experience and performance leadership management in which Jay has his niche in. Having experience being in operations, management and consultation, he can relate to current people development issues and challenges faced by the many organizations. In addition to that, Jay also has a few years of experience in sales and marketing, advertising, public relations consultation and as a Training Manager for a facilities management company.

Within his years of experience, he has successfully executed different ad-hoc projects, such as developing high service standards for service industries, quality process improvements, human resource management, recruitment management, talent development framework, mystery shopping, producing and conducting major corporate events and team-buildings for reputable companies, making him versatile, adaptable and experienced in delivering quality training for his clients. Jay has helped trained in-house specialized industries, reputable multi-national, government-linked and local companies such as F-Secure Corporation, IBM, HILTI Asia, Hewlett-Packard, Celcom Axiata, Telekom Malaysia, POS Malaysia, DXC Technology, VADS, Singtel, OPTUS (Australia), ASTRO, DHL, Kraiburg TPE, A&H Meyer, DRB-HICOM, Penang Skills and Development Centre (PSDC), Multimedia University (MMU), Taylor's University, SP Setia, Tropicana Corporation, CITY Facilities Management, SPR Energy (Sabah), Shell (Brunei), Big Dutchman, Kerry Ingredients Malaysia, Jotun Malaysia, GBA Corporation, SNE Marketing, IPG Mediabrands, AXA Assistance IPA (Singapore), Tenaga Nasional Berhad, Jabatan Bekalan Air Malaysia, Institut Jantung Negara, Ministry of Health Malaysia, Novotech Clinical Research, Siemens Healthineers, University of Malaya Medical Centre, Syarikat Suruhanjaya Malaysia, Khazanah Nasional, Malaysia Airports Holdings Berhad, B Braun, Watson's Malaysia, Tesco Malaysia, Johnson & Johnson, Mydin Stores, Stemlife Malaysia, Danone Dumex, Seri Pacific Hotel, PNB Darby Park Suites, Meliã Kuala Lumpur Hotel, Eastern & Oriental Hotel, Lone Pine Hotel, MiCasa All Suite Hotel, MyClear, SWIFT, AKPK, Standard Chartered Bank, Hong Leong Bank, Am Bank, United Overseas Bank, Bank Rakyat, Bank Islam, SME Bank, Kenanga Investment Bank, Merchantrade and lots more.

Jay's conviction in training is when skills and knowledge that are planted and cultivated with new learning experiences can never return to old measured expectations.

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

**32nd  
SESSION  
SINCE  
2010!**

**90%  
Score on Trainer's  
Feedback – Last  
Session  
(Mar 2019)**

**383  
Numbers of  
participants that have  
joined this course  
(public workshop)  
since 2010**

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## Participant 1

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mobile No.: \_\_\_\_\_

Mobile number is preferred for us to be in contact with the participants before and after the workshop

## Participant 2

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Mobile number is preferred for us to be in contact with the participants before and after the workshop

## Participant 3

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Mobile number is preferred for us to be in contact with the participants before and after the workshop

**Human Resource / Approving Manager:** \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Invoice Attention To / : \_\_\_\_\_

Finance E-Mail Address \_\_\_\_\_

Has ATCEN Sdn. Bhd registered as your vendor?

Yes  No

Company Stamp Chop:

This training is  
PSMB/HRDF claimable  
subject to  
PSMB/HRDF approval

## Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend our programs.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The personal information that you provide in this Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to market, advertise and promote our goods and services via various communication mediums. Participants are responsible to advise the organizer if they do not wish to be included in the above.

**Workshop Investment :**  
**3 participants – RM3,000 nett**  
(Saved RM1,440)

**2 participants – RM2,200 nett**  
(Saved RM760)

**1 participant – RM1,480 nett**  
(Inclusive of 6% SST)

*Price is inclusive of all materials, lunches and tea-break.*

### To register, complete this form:

1. Email form back to sender's email address/  
info@atcen.com
2. Fax this form to +603-7728 2620

### By Bank Draft:

Payable to **ATCEN Sdn Bhd** and courier to:  
D-05-12, Ritze Perdana Business Centre,  
Jalan PJU 8/2, Damansara Perdana, 47820 PJ,  
Malaysia.

### By Direct Transfer:

Account Name: **ATCEN Sdn Bhd**  
Bank : Public Bank Berhad  
Acc No : 3130460034

### By Credit Card:

We take VISA and MasterCard only.  
(3% transaction fees is applicable)

All bank charges/fees to be borne by payer.

## For Office Use Only

Corporate Sales Consultant: \_\_\_\_\_

Invoice Number: \_\_\_\_\_

Invoice Date: \_\_\_\_\_