

PUBLIC WORKSHOP

EFFECTIVE BUSINESS WRITING SKILLS (WITH TECHNICAL REPORT WRITING)

Duration: 2 Days

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Workshop Description

The Technical Writing Course is designed to help technical contributors improve their writing skills in the technical field, including technical communication. The course covers techniques for planning, writing, and editing technical documents and emphasizes identifying the target audience, selecting appropriate document formats, and using visuals and graphics effectively. Participants will learn how to convey complex subject matter clearly and accurately and create informative content that their readers will understand and use.



Workshop Learning Objectives

- Apply the technical writing process to plan, draft, revise, and edit effective technical documents.
- Identify and tailor content for specific target audiences
- Craft clear and concise technical documents by overcoming common writing challenges
- Structure information logically and visually
- Design the look and feel of technical documents

Who Should Attend

- Anyone who writes technical documents



Workshop Outline / Agenda

Day 1

9:00am – 10:30am

Introduction

- What is Technical Writing?
- Definition and types of technical communication
- Attributes of effective technical writing:
 - Clarity
 - Conciseness
 - Accuracy
 - Completeness
 - Objectivity
- Purposes and Benefits of Technical Writing
 - Why technical writing is important
 - Benefits for writers and readers
- Activity: Identifying Technical Documents (15 minutes)
- Participants analyze real-world examples of technical documents

10:45am – 1:00pm

Module 1: The Technical Writing

- Stages of Writing a Technical Document (30 minutes)
 - Planning
 - Drafting
 - Revising & Editing
- Identifying the Target Audience
 - Importance of audience analysis
 - Tailoring content and style to specific readers
- Selecting Appropriate Document Formats
 - Common technical documents (reports, manuals, etc.)
 - Choosing the right format for the purpose
- Activity: Audience & Document Planning
 - Participants practice audience analysis and document format selection

2:00pm – 3:30pm

Module 2: Managing Common Writing Problems

- Overcoming Clarity and Conciseness Issues
- Common clarity and conciseness problems in technical writing
- Techniques for improving clarity and conciseness
- Addressing Grammar Mistakes in Technical Documents
- Common grammatical errors specific to technical writing
- Matching vocabulary to your audience
- Using technical terms correctly
- Strategies for error prevention and correction
- Activity: Editing for Clarity & Conciseness
- Participants practice identifying and correcting clarity/conciseness issues in a sample document

3:45pm – 5:00pm

Module 3: Ensuring Clarity and Readability

- The Six Goals of Technical Writing
- Precision
- Using accurate terminology
- Avoiding ambiguity
- Clarity
- Explaining complex information in simple terms
- Structuring information logically
- Forthrightness
- Stating facts and instructions directly
- Avoiding unnecessary disclaimer
- Familiarity
- Matching language complexity to audience level
- Using familiar examples and analogies
- Conciseness
- Eliminating unnecessary words and phrases
- Focusing on the key message
- Fluidity
- Maintaining a smooth writing style
- Using transitions for clear flow

Workshop Outline / Agenda

Day 2

9:00am – 10:30am

Module 3: Ensuring Clarity and Readability

- Building Clarity in Technical Documents
- Operational clarity (definitions, instructions)
- Tactical clarity (organization, flow)
- Strategic clarity (overall message, purpose)
- Techniques for Improved Readability
- Sentence length and structure variation
- Active voice vs. passive voice
- Chunking information and using white space effectively
- Apply strategies to enhance readability

10:45am – 1:00pm

Module 4: Structuring Information for Understanding

- Organizing Data for User Scenarios
- Understanding user needs and expectations
- Structuring information to support user tasks
- Highlighting Key Points with Visuals
- Importance of visuals in technical writing
- Types of visuals (tables, figures, images)
- Effective use of visuals to highlight key points
- Headings and Formatting for Skimming
- Creating clear and informative headings
- Using formatting to aid comprehension and skimming

2:00pm – 3:30pm

Module 5: Designing the Look & Feel of Documents

- Design Principles for Technical Documents
- Page layout and white space
- Font selection and formatting
- Overall visual consistency
- Conveying Information with Graphics
- Choosing the right chart or graph type
- Ensuring clear and accurate data representation

3:45pm – 5:00pm

Wrap-Up & Course Review

- Key Learning Points & Takeaways
- Recap of the main concepts covered in the course
- Q&A and Open Discussion

Training Methodology

This is a very practical program with a minimum of theory and a maximum of practice. The teaching philosophy is based on experiential learning and participants are encouraged to use examples from their work.

Class sizes are kept small to allow for individual attention and personal coaching of participants. Training is delivered in a highly interactive way through group exercises, discussion and activities creating an environment that facilitates accelerated learning and application.

Yasmin has over 30 years of experience in commercial, corporate, running medical equipment company and retail management. She has specialized in customer service, communication in the workplace, trading and retail management. Currently, she teaches English Language courses, Plain English for spoken and written communication, covers Retail sales, customer service, visual merchandising, office management for secretaries, personal assistance and office administrators and workplace communication. She has excellent written and verbal communication skills in the business field.

**Qualifications:**

- Master in Business Administration, Malaysia, University of Science and Technology
- BA (Hons) History Major, University Malaya
- Basic & Associate NLP Trainer
- Certified HRDC Trainer; Certified NCS-TTT
- Certificate in Teaching English as a Foreign Language (London Teacher Training College)
- Professional Certificate in Teaching and Learning (AsiaeUniversity)
- Certificate in Basic Retailing Course and Technical Training Course (Softline) – from Shinsu Jusco Japan
- Certificate in Technical Training Course in Management Philosophy and Clothing Line - from Jusco Co Ltd, Japan
- Certificate in General Orientation Course and Technical Training in the field of GMS Baby Department and other operations to master Technical as well as Management Skills – From: The Association for Overseas Technical Scholarship (AOTS), Japan.

Achievements:

Yasmin was invited to speak at the 10th International PLAIN conference in Dublin (17 Sept – 20 Sept 2015).

She spoke on: “Contribution of plain language to efficiency and effectiveness: An around the world perspective”. She was also given a session of 25 minutes to present her paper on “How Malaysians view Plain English and what we do about it.” Since 2021, she has been a member of Certified Management Institute (CMI) and in September this year, she became a Certified Customer Service Professional, accredited by GAQM.

Areas of Special Expertise:

- Delivering written and spoken Plain English and Bahasa Melayu communication Courses
- Workplace communication
- Organization and Time Management
- Plain English Language Course
- Bahasa Melayu Course
- Retail Management Training; Retail Sales
- Customer Service in Retail, Hospitality, Banking and Call Centre.
- Motivation and Mindset
- Closing the Generation Gap in Workplace
- Presentation Skills
- Teambuilding

Our Clients

AB Mauri	DKSH Malaysia	Luno	ResMed
ACSON Malaysia	Duopharma	Lexus	RHB Bank
AEON Credit	E.H. Utara Holdings	llaollao	RHB Insurance
Affin Holdings	Eastern Pacific Industrial Corporation	Maclean Services	RIA IME
Agensi Kaunseling & Pengurusan Kredit (AKPK)	Edaran Otomobil Nasional	Mah Sing Group	Ricoh
Agro Bank	Edaran Tan Chong Motor	Majlis Amanah Rakyat (MARA)	Robert Bosch
AHAM Asset Management	ELK Desa	Malakoff Utilities	Royal Selangor Marketing
AIA Group	ELKEN	Malaysia Airlines	Samsung Malaysia
Air Asia	Entegris	Malaysia Airports	Sanofi-Aventis
Airfoil Services	Envo BPO	Malaysian Life Reinsurance	Sarawak Energy
Air Liquide	Eppendorf	Malaysian Rubber Council	Sarawak Information Systems (SAINS)
Air Selangor	Etiqa Insurance	Malaysian Resources Corporation	Sarawak Metro
Ajinomoto	EXACT Malaysia	Mandarin Oriental Kuala Lumpur	Schlumberger
Al-Futtaim	Exxon Mobil Corporation	Manpower Staffing Services	Seagate
Al Rajhi Bank	F&N Dairies (Malaysia)	Manulife	Securiforce Logistics
Alam Flora	Felda Group	Mary Kay	Securities Industry Development Corporation
Alliance Bank	Fibertex Personal Care	Mass Rapid Transit Corporation	SEGi College
Allianz	FireFly	Maxis	Senheng Electric (KL)
Amanah Raya	FoodPanda Malaysia	Maybank Group	Shangri-La Hotels
Amanah Saham Nasional (ASNB)	Fuji Xerox Malaysia	Mazars	Shell
AmBank	Fujitsu Telecommunications	MBSB Bank	Siemens Group
Amcorp	Gamuda	MCIS	Silverlake
AmGeneral Insurance	GCH Retail	MCMC	Sime Darby
Amway	General Electric	Measat Broadcast Network Systems	SME Bank
Apex Dental	Generali Insurance Malaysia	Media Prima	SME Corp
ASTRO	Gene Martino	Mercedes-Benz Malaysia	Sony EMCS
Atomy	Genting Malaysia	Merchantrade Asia	Sonoco Products
Auto Bavaria	Gleneagles Kuala Lumpur	Mesiniaga	SP Setia
Averis	Golden Screen Cinema	MIDA	SRG Asia Pacific
AXA Group	GRAB Malaysia	Microsoft	Standard Chartered Bank
B Braun Medical Industries	Grand-Flo	MIDF Property	Star Publication
Bacteria Free Water Filter	Grand Millennium Hotel	MIMOS	StemLife
Baker Hughes Malaysia	Great Eastern	MISC	Success Electronics
Bangkok Bank	Gucci (Malaysia)	MIT Insurance Brokers	Sudong (Singtel)
Bank Islam	GuocoLand	Mitsubishi Motors	Sumitomo Mitsui Banking Corporation
Bank Rakyat	Habib Jewels	MMC Corporation	Sunpower Malaysia Manufacturing
Bank Muamalat	Hai-O Enterprise	MNRB Holdings	Sunway Group
Bank Negara Malaysia	Halal Industry Development Corporation	Monash University	Suruhanjaya Syarikat Malaysia (SSM)
Bank of China	HAVI Logistics	Mr. D.I.Y	SWIFT Support Services Malaysia
Bank of Maldives	HealthMetrics	MSIG Insurance	Symphony BPO
Bank Simpanan Nasional	Heineken Malaysia	Mydin Mohamed Holdings	Takaful Ikhlas
BASF Petronas Chemicals	HeiTech Padu	MYOB Asia	Taylor's University
Bausch & Lomb	HELP University College	NAIM	Telecontinent
BBDO Asia	Hilti Asia IT Services	Nanyang Press	Tele-Flow
BD Agriculture	Hitachi eBworx	Naza TTDI	Telekom Malaysia
Berjaya Sampo Insurance	Honda Malaysia	NEC Corporations of Malaysia	TGV Cinemas
Bermaz Motor Trading	Honeywell	Nestle Products	The Food Purveyor
BigPay	Hong Leong Group	Nike Sales Malaysia	The Hilton Group
Blackhem	Hospital Pusrawi	Nirvana	The New Straits Times Press
BMW Group	HSBC Bank	Nistrans	TIME dotcom
Bonuslink	Hua Yang	Nokia	TMC Care
Boustead	Huawei Technologies	Northport	TNB
Bridgestone	IBM Malaysia	NS BlueScope	TNT Worldwide Express
British Council	IBPO Group	OCBC Bank	Tokio Marine Insurans
Brother International	iFast Service Centre	OMRON Malaysia	Top Glove
Bursa Malaysia	IJM Corporation	Pacific Mutual Fund	Toshiba
ByteDance (TikTok)	IKEA Malaysia	Panasonic	Touch 'n Go
Canon Marketing	Infineon Technologies	PayNet	Tourism Malaysia
Carlsberg	Inokom Corporation	PayPal	Toyota
CCM Pharmaceuticals	Institut Jantung Negara	Pembangunan Sumber Manusia (PSMB)	Toyota Capital
Celcom	Intel Malaysia	Penang Port	Toyota Tsusho
Cement Industries of Malaysia (CIMA)	International Medical University	Penang Skills Development Center (PSDC)	Toyo Tyre
Cerebos	International School of Kuala Lumpur (ISKL)	Perkeso	U Mobile
Chin Hin Group	INTI College	Pernec	UEM Group
Chuan Huat Resources	IOI Group Corporation	Perodua	UITM
Chubb Insurance	IPG Mediabrands	Petronas	UKM Group
CIDB	Iskandar Investment	Pfizer	UMW Group
Cigna International Health Services	Jobstreet Malaysia	Pharmaniaga	United Overseas Bank (UOB)
CIMB Bank	Johnson Controls	PHHP Marketing	UOA Group
Cisco Systems Malaysia	Johor Corporation	PLUS	VADS
Citibank Malaysia	Johor Port	Pokka Ace	Vale Malaysia
ClubMed	Jotun Paints	Polyplastic	ViewPoint Research Corporation
Columbia Asia	Juristech	Pos Malaysia	Volvo Malaysia
Continental Tyre PJ Malaysia	KDU College	PPG Coatings	Wasco Berhad
Credit Guarantee Corporation	Kementerian Kesihatan Malaysia	Prasarana	Waterco
CTOS Data System	Kementerian Pelajaran Malaysia	Primer Kenrich	Watsons Personal Care Store
Cuckoo	Kenanga Investment Bank	Prince Court Medical Centre	Weir Minerals
Cycle & Carriage	Kerry Ingredients	Prokhas	Western Digital
Daikin Refrigeration Malaysia	Khazanah Nasional	Prometric Technology	Wilmar
Danone Dumex	KLK Oleo Group	ProMinent Fluid Controls	WISE Payments
DayThree	KPJ Healthcare	ProtectHealth Corporation	Worldline
Dagang Net Technologies	KPMG Malaysia	Proton Holdings	X-FAB Sarawak
Decathlon Malaysia	Kumpulan Wang Persaraan (Kwap)	Prudential	Yeo Hiap Seng (Yeo's)
Dell Asia Pacific	Kumpulan Wang Simpanan Pekerja (KWSP)	PTPTN	YTL Corporation
Dhiraaghu Maldives	Kuwait Finance House	Public Bank	Zakat Selangor
DHL Group	Lee Kum Kee	QES Group	Zenith Media
Digi	Lembaga Hasil Dalam Negeri (LHDN)	QSR Brands	Zuellig Pharma
DRB-Hicom	Lembaga Tabung Angkatan Tentera (LTAT)	Reckitt Benckiser	Zurich Insurance

Capacity Building

ATCEN provides hands-on capacity building services that assist companies in developing and optimizing their business processes. Our Capacity Building services are divided into three main categories: Organizational Strategy Enhancement, Enterprise Customer Experience and Contact & Customer Interaction Centre. By supporting you on these three categories and their intersection, we can help your company develop your organization's growth and capacity.

Amanah Raya Berhad

(Malaysia's premier trustee company wholly owned by the Government of Malaysia)
Service mindset and Delivery transformation for branches and Contact Centre.

Bank of China

Developed the service behaviours for front line staff in Malaysia and trained BOC Trainers from China on implementation.

Digi Telecommunications

(Mobile service provider in Malaysia)
Service Mindset and Transformation for Front Line and Contact Centre branding. Assist in the development of the SME Business Sales Division.

DHL Express

Process improvement and training development of Customer Interaction Centre.

Employees Provident Fund (KWSP)

(Malaysia's and one of the world's oldest provident funds)
Part of KWSP Transformation Implementation. Managed the People and Mindset Segments of the Project. Been involved since 2010 and ongoing.

interTouch

Improving the CX experience and Contact Centre process for global operations.

Maybank

(Malaysia's largest financial services group and the leading banking group in South East Asia)
Setting up of Maybank Group Contact Centre with Hewlett Packard as the Project Leader.

Bank Rakyat

Consulting, Training and Auditing their new Contact Centre setup.

CIMB

(Leading ASEAN universal bank and one of the region's foremost corporate advisors)
Front Line and Contact Centre transformation and roll out Regionally. This was delivered during CIMB group restructuring in 2006-2007.

Dell

Regional trainer for their global customer initiative

Etika

(Leading insurance and takaful business in ASEAN. It is part of the Malaysian banking group, Maybank)
Supported the re-branding of Maybank Ageas to ETIKA. Involved in Value and CX immersion of Branches and Contact Centre.

Hong Leong Bank

(Major public listed banking group in Malaysia)
Developed and Trained the Touch CX Spirit in HLB. Involved in numerous CX initiatives across several divisions and overall trained nearly 80% of their total staff-force.

Maxis

(Leading communications service provider in Malaysia)
Upskill and Develop the SME Division employees and partners. Includes digitalisation education of the various platforms as Maxis becomes a technology company. Been involved since 2016 and ongoing.

SP Setia Berhad

Developing and enhancing the CX and interaction process in HQ and Branches.

**For more info and
Registration Form,
please contact:**

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e-mail to:
info@atcen.com**