

BUSINESS WRITING FOR PROFESSIONALS



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OBJECTIVES

At the end of this program, the participants will be able to:

- Produce grammatically correct text
- Use correct sentence structure for effective and clear communication
- Identify common and recurrent grammatical errors made by Malaysian writers
- Use the correct approach in e-mail communication
- Organize information and present text in a professional manner

COURSE OUTLINE

Day 1

Grammar for Business Writing

- Misleading Noun Forms – common problem areas
- Easily confused grammatical items
 - Relative pronouns: correct usage of Who, Whom, Whose
 - Uncertainties about Subject-Verb Agreement

Common Pitfalls with Tenses

- The Simple Present and The Present Continuous Tense
- Correct usage of the Simple Past Tense, the Present Perfect Tense and the Past Perfect Tense
- The Future Tense : The Difference between Will/ Shall/Would/ Going to

Writing Effective Sentences

- Revising wordy phrases – The KISS concept
- Correct usage of the passive voice and the active voice
- Techniques in Accuracy, Brevity and Clarity

Structural Difference between Standard English and Malaysian English Usage

- The use of redundant prepositions and expressions
- Unacceptable Derivations
- American vs British English

Day 2

Professional Writing: The Basics

- Basic rules of writing well
- Eliminating old-fashioned expressions
- Creating electronic rapport- netiquette

COURSE OUTLINE (continuation)

Emails: The Information Age Way

- Email presentation
- Correct format and proper structure – how to start and end with an impact
- Tone of Writing – destructive vs constructive remarks
- Writing something negative in a positive way

Steps for Successful E-mail Writing

- Using relevant writing approaches: information-sharing, progress-reporting and problem-solving.
- Selecting and deciding on appropriate details : facts vs opinion
- Organizing and presenting materials in a logical flow
- Writing in point-form – correct way of presenting

Avoiding Common Errors

- Confused usage of similar words
- Words and phrases – write smarter
- Inconsistent expressions

DURATION

2 Days (9am – 5pm)

COURSE FEE

Program 100% Claimable under SBL Scheme

PSDC Members: RM 750/pax

Non-Members: RM 820/pax

All prices listed above are not inclusive of GST

DATES

30 – 31 May 2018

28 – 29 August 2018

** Training dates are subject to change*

TRAINER'S PROFILE

Lai Chee Fern has over 17 years of experience as a trainer and facilitator. In the course of her training profession, she has conducted in-house and public programs in relation to supervisory skills, general management, business writing skills as well as customer service and human resource development for multinational organizations and SMLs. Her work exposure covers manufacturing, service industry and adult education. She has held managerial positions in various multinational corporations throughout her career and was involved in both operative skills and management development training. Her years spent in the manufacturing and service industry enables her to relate experiential situations with work environment from grass root level upwards. She is also recognized for her pragmatic approach and her ability to draw realistic examples to maximize learning.

She has conducted Business Writing for various corporations such as Keysight, WD Media, Dell, Plexus, JA Solar and Bosch Power Tools since 2010. She has trained about 3,000 participants on this program.

Chee Fern is a certified trainer on team development and cross-cultural management and she was trained in the U.S., Japan, Singapore as well as Bangkok. She holds a professional degree in ICSA from the United Kingdom and she is conversant in English, Bahasa Malaysia and Mandarin.

Venue	PSDC
Payment	Crossed cheque made payable to “ PENANG SKILLS DEVELOPMENT CENTRE ” one week before commencement date.
Registration	Registration forms together with payment to be forwarded to:- <i>PSDC</i> <i>1, Jalan Sultan Azlan Shah, Bandar Bayan Baru,</i> <i>11900 Bayan Lepas, Penang.</i> Tel: 04-643 7909 Fax: 04-643 7929 Email: training@psdc.org.my
Cancellation	PSDC reserves the right to cancel or postpone any program but with due notice to the company(s)
Refund	Fees will only be refunded in full for any cancellation of registration provided written notice is received 7 working days before commencement date. Substitute attendee(s) will be accepted at no extra charge.

For further information, please contact Nuralina (ext. 514)
Email: nuralina@psdc.org.my

Online registration: <http://www.psd.org.my>



To find out more, call our **Corporate Training Team** at ext 523/577/514/517 or email to corptraining@psdc.org.my

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