

PROFESSIONAL BUSINESS WRITING AND COMMUNICATION SKILLS

Write Clearly and Concisely – Communicate Effectively

15th & 16th May 2019
The Ritz-Carlton, Kuala Lumpur, Malaysia

Free Takeaway

Delegates will be taking away, for free, the following items:

- 4GB Flash Drive with Copy of Presentation and an e-Book
- Give Away Book Prize

Major benefits of attending – you will be able to:

By end of this course, delegates will able to:

- **EXPLAIN** the five steps in the writing process
- **GENERATE** ideas using five techniques
- **ANALYSE** their audience and select ideas that are most meaningful to them
- **ORGANISE** their ideas based on audience needs and document purposes
- **DRAFT** a document and give impactful feedback
- **REVISE** a document to include specific examples to change any negative tone and to format it for emphasis and readability
- **EDIT** a document to make sentences concise, eliminate passive voice and ensure all lists and series are parallel
- **PROOFREAD** a document for spelling, agreement and punctuation
- **DISCOVER** all aspects of your organisational communication
- **IDENTIFY** your business communication skills sets
- **EMBRACE** your leadership communication skills
- **IMPROVE** your interpersonal communication skills
- **FIND OUT** how to interact and learn with style

WHY YOU SHOULD ATTEND

This training is designed to provide learns with the ability to follow a process in writing texts required for business. It is intended to promote clear communication and to improve the quality of written letters and other documents specific to the business.

This course is also designed to help individuals to communicate assertively and positively to get maximum results. This interactive course focuses on all aspects of communication. You will learn about assertiveness, self-awareness, empathy, confidence, body language, questioning styles, emotional intelligence and many related topics. The course is full of exercises to give you a hands-on experience on mastering the art of communication.

WHO SHOULD ATTEND

This workshop is specifically designed for:

- ✓ Business Professionals who can improve their Reports, Business Cases, and Other Business Documentation
- ✓ Technical People/Specialists who need to Write Reports for Non-Technical Readers
- ✓ Sales Staff Responsible for Preparing Proposals
- ✓ Anyone else looking to Improve their Business Writing Skills
- ✓ Senior Managers, Managers and Executives who need to make presentations and meeting clients

Organized by: _____

