



TWO DAYS INTERACTIVE WORKSHOP

BUSINESS WRITING SKILLS

INTRODUCTION

Today's business world is in direct need for effective written communication. There is no other option for supervisors, executives, and senior staff. Whether we are communicating orally or in writing research have shown that in a majority of cases the end result is often not as expected because the message has not been properly communicated. The fault is often with the communicator and not the receiver. The reason this happens is because the communicator does not write with confidence, clarity and in a simple understandable language. Executive at various levels in organizations are required to communicate in writing every day and it is therefore imperative that they make themselves understood to ensure that the receiver knows what is being communicated and does what is required. In Malaysia, today the standard of written communication is far from satisfactory. CEOs are frequently complaining that their staff even at the senior levels are not meeting the standard required in written communication resulting in misunderstanding, misinterpretations, sensitivities, and lack of action. This Program has been developed based on the needs of staff who must communicate in writing on a daily basis.

METHODOLOGY

As the only way, an executive can improve his/her written communication skill is by actually doing, the Program will be highly participative. Ample attention will be accorded to enhance their level of written communication skill. In this context, there will be practical exercises for the participants to fulfill.

To ensure that participants develop their skills the Program will focus not only on theory but also practice. As such it will be a highly participative two-day program providing a platform for the participants to develop their writing skills.

The Program will include the following activities:

- Lectures
- Discussions and Presentations
- Discussing actual cases
- Short assignments
- Developing a Check List
- Etc.

WHO SHOULD ATTEND?

The Program is essentially for executives who realize that there is need to improve their written communication skills. The program is not for beginners. The assumption is that those attending are already involved in business writing at some

DURATION

2 days.

COMMUNICATION

(Effective Business Writing Skills)



Is the PROCESS of communicating your message effectively to receiver through a written means and ensuring that your message is clearly.

OBJECTIVES

- To create an awareness amongst participants for the need to communicate effectively in writing.
- To impart sound knowledge of the principles of effective Business writing in English
- To familiarize the participants in the actual ways and means of effectively communicating through writing i.e. Letters, Memorandums, E-mails etc
- To enhance the participants level of writing skills to achieve the desired objectives

PROGRAM OUTLINE

There is an urgent need for staff in any Organization to fully understand the importance of written communication in their daily work related activities. The achievement of this objective will ensure greater understanding between employees and employer and staff the whole spectrum of clients and customers etc.

The program highlights the principles of effective business writing in English and how they can be applied in the participants' daily working lives. The aim is to ensure that the ideas, views, instruction are articulated with clarity, so that the receiver understands exactly what the message is and what is required of him! Participants will also learn about different methods of communication and the value of the each of the method.

The program also highlights business and non-business ways of communicating. In this context participants, will have an opportunity to actually prepare a business letter and have it critiqued by fellow participants as well as the facilitator. Finally, some critical tips will be given to ensure that written communication has a lasting impression on the reader!

An analysis of the key items of a piece of communication will be discussed and participants will have an opportunity to work on actual exercise to ensure effective understanding. They will also have an opportunity to see some actual documents and analyze them with the objective of improving them in term clarity