

Effective Writing Skills



“Good written communication is at the heart of every organization”

Everything you do in the workplace results from communication; be it reading, listening, speaking or most importantly **writing**. Good writing skills are essential to do your job properly – **and in today's world, writing in English is the language of choice**. A good piece of writing reflects well, not just on you but your company as well.

A written form of communication is often the first thing people know about you. Have these at your finger tips:

1. **WRITE ... as if you are the person reading it!**
2. **WRITE ... to create a good impression from the first moment!**
3. **WRITE ... as if you are the owner of the business!**
4. **WRITE ... using the appropriate tone and language!**
5. **WRITE ... and know who you are writing to!**

Introduction

This workshop will cover all basic Business English correspondence from writing letters, memos and e-mails to the more complex art of report writing. You will also learn the grammar and vocabulary needed to write clear and concise business documents.

At the end of the workshop, you will be more confident about your writing ability and more able to communicate effectively in your business working environment.

Who Should Attend?

This workshop is designed for all participants who wish to improve the way they communicate their message in writing.

This can include clericals, officers, executives, supervisory staff and all personnel who routinely need to write correspondence in English in their working environment.

An Intermediate or above level of English is required.

Course Outline

INTRODUCTION

- ✧ Basic sentence structure
- ✧ Grammar used in business communications
- ✧ Use of Active & Passive Tenses
- ✧ Use of Reported Speech
- ✧ Use of Conditionals

MEMOS, E-MAILS AND FAXES

- ✧ Language used in above
- ✧ Practice of above

LETTER WRITING

- ✧ 4 Point Plan of a Business Letter
- ✧ Opening & Closing a Letter
- ✧ Style & language of letter writing
- ✧ Use of formal & informal language
- ✧ 10 steps to good business writing
- ✧ Letter writing practice

COMMON LETTERS

- ✧ Giving good & bad news
- ✧ Explanations & Reasons
- ✧ Requesting action & information
- ✧ Letters of Apology
- ✧ Letters of Complaint
- ✧ Practice of above
- ✧ Topics for Letters, E-mails & faxes

Daily Schedule

2 DAYS
9am – 5pm (Workshop)
Day 1 Registration at 8:30a.m.

REPORT WRITING

- ✧ Linking words & paragraph structure
- ✧ Grammar used in reports
- ✧ Style of business reports
- ✧ Figures and graphs

CHECKING YOUR WORK

- ✧ Common errors
- ✧ Proofreading
- ✧ Practice

QUESTION & ANSWER SESSION

Organized by:

IDC
Training House Sdn Bhd

HRD Approved Training Provider (A0470)
Ministry of Finance (Reg. No 357-02088676)

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Speaker's Background

Mrs Marinella Reid is a *professional English teacher*. She obtained a Bachelor degree in French and Italian at London University in 1978.

She is a CELTA qualified TEFL teacher and trained IELTS examiner. On top of that, she also has a Business English qualification (FCTBE).

Marinella has more than 15 years teaching experience. She has taught English to a wide range of nationalities in different countries.

Throughout these years:

- ⇒ She has conducted **Business English courses** in various Malaysian companies such as **AmBank, Kone, Lafarge, Great Eastern Assurance, Shell MDS**, etc.
- ⇒ She worked part-Time at International House as a **Business English teacher** in the Prime Minister's Office of the Hungarian Parliament.
- ⇒ She was an English Language Teacher at The British Council in Islamabad responsible for teaching English to foreign embassies.
- ⇒ She worked as a teacher for TPM, teaching Malaysian students English as part of their degree programs and teaching English to Chinese students from mainland China.

Testimonials

**"The class is fun and enjoyable!
You must try it!"**

"I really enjoyed Mari's session because of her ability to get all her participants engagement and involvement. It's good to be able to share our experiences. Thank you =)"

*Lyne Lee, Manager (HR Division)
United Overseas Bank (M) Bhd*

English is not an easy language to learn. With a very experience trainer/teacher like Mrs Mari, this two days course meant a lot to me and helped me improve my writing skills in my duty reports.

*Anderson Kalang (Electrical Technician)
Shell (MDS) Malaysia Sdn Bhd*

"Mrs Mari takes time to explain and her friendliness helps the learning process becomes easier and natural."

*Siti Halena Mohd Tamrin, Asst Mgr Employee Relations
HSBC Bank (M) Bhd*

"Good, interesting, expand knowledge, easy learning, fun, great expectation!"

*Mohd Ridzuan Amir, Purchasing Assistant
OCI Energy Sdn Bhd*

What I like the most:-

- ✦ Easy teaching and fun
 - ✦ Mrs Marinella's presentation
 - ✦ The lecture & the style she teaches
 - ✦ Mrs Mari's creativity, lessons & practices
 - ✦ The cooperation of Trainer to all participants
 - ✦ The communication between Trainer and Trainee.
- There is no barrier.

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