

Course Name:

Business Communication & Professional Writing

Synopsis

In the business world today, it is pertinent to write to explain things, to smooth relationships and to convince others of the value of some course of action. Therefore, writing must be clear, concise, complete, and correct. It must also convey the message in a courteous tone.

This training is customized to suit the organization with the intention to helping the participants who may have solid technical skills but want to develop writing and communication skills in meeting the on the job demands in a professional manner. Thus, the training sessions will greatly assist the participants to ace the essentials of business writing techniques as these are vital to improve the productivity of the organization.

What You Will Learn

The following outcomes are expected to be met through the active participation of this training:

- To acquaint the participants with the value of good written communications for them to appreciate it and to apply these skills in real work applications.
- To give a comprehensive knowledge in respect of preparing reports and technical proposals that provides information in a correct grammatical manner.
- To equip the participants with the tools and techniques of correct sentence structure in the writings in order to be confident with the report quality before submission.
- To learn the best method of organizing technical ideas and transforming them into writing and sharing of essential information in the organization.
- To perform participants with the ability to communicate professionally and timely while excelling in their respective responsibilities at work.

Who Should Attend

Anyone who wishes to improve their business communication and writing skills.

Prerequisite

N/A

Course Methodology

- Theory
- Hands-On
- Discussions
- Interactive Classroom Session

Course Duration

2 days - 9am - 5pm

Course Structure

Session 1: Essentials of Business Writing

The program often begins by covering foundational leadership principles, including the difference between management and leadership, various leadership styles, and the importance of emotional intelligence in effective leadership.

1. Grammar and Tenses

- Usage of Nouns
- Subject-Verb Agreement
- Distinguishing between Simple Present and Continuous Tenses

2. Sentences Construction

- Usage of Passive and Active Voices
- Formatting Techniques

3. Best Practices in Writing

- Things to Avoid in Writing
- Usage of redundant prepositions
- Expressing Your Ideas Effectively

Session 2: Professional Writing Techniques

1. Effective Email Communication

- Basic Writing Skills
- Writing Impactful Emails
- Tone and Remarks

2. Report Writing Skills

- Understanding Purpose of Report
- Report Writing Process
- Tips to Write Successful Proposals

3. Proposal Writing Skills

- Writing Process
- Audience Adaptation



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