

EFFECTIVE BUSINESS WRITING SKILLS



TRAINER:
Mathy Randhawa



25-26 September 2019 from 9.00 am - 5.00 pm, Dubai, UAE | *Early bird registration ends August 14, 2019*

CONTENT OVERVIEW

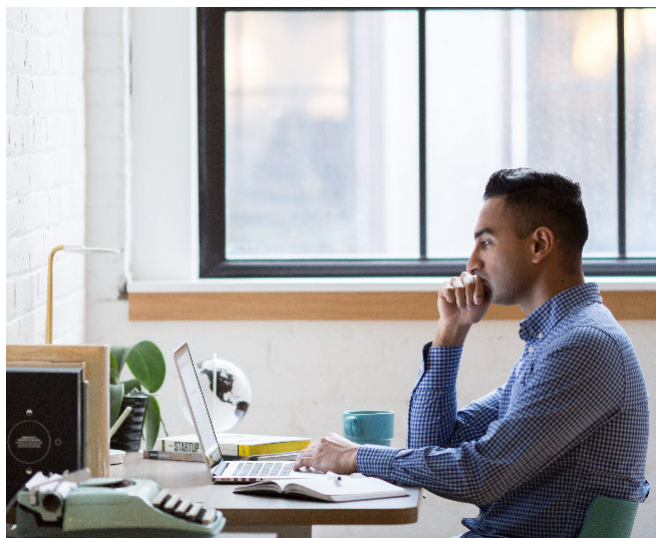
Learn how to create business documents that say what you mean and achieve the results you want. This course not only covers the basics of how to improve your writing skills but also how to achieve the right result from your written correspondence.

Pre-requisite

Participants must have a basic level of English Proficiency (staff who write e-mails or other documents daily, but have problems with fundamental principles that prevent their writing from being more accurate, professional, structured and reader-friendly)

Pre Programme requirement

Participants to bring along 1 or 2 samples of their emails that they will work on for improvement during the workshop.



TRAINING PROGRAM OBJECTIVE

At the end of the course, participants will be able to:

- Gain a better understanding of key principles that can be applied to business writing communication
- Organize and structure ideas logically and with appropriate language structures to convey the ideas with clarity, and reader-friendly
- Understand style and tone strategies appropriate to the audience
- Be able to consistently write in a modern style
- Craft a variety of internal and external messages with a fair degree of professionalism
- Recognise and remove common mistakes in their emails
- Write standard reports with an understanding of the key principles of report writing
- Assess the best places to use graphics, and choose the right image to support your content
- Edit your draft for maximum impact
- Personalize your writing with the 'you' approach in business writing

This event is organised by

CTSOLUTIONS
Customizing Business Success

For more information, call Marylen at +65 6524 4973 or e-mail her at marylen@ctsolutionsglobal.com

TRAINING METHODOLOGY

Over the two-day workshop, delegates practice report writing skills, learning the techniques through group discussion; exercises and working on real examples of reports you bring to the workshop.

Designed for all levels of management, this workshop provides a practical hand-on approach to technical report writing. Throughout the workshop, participants will learn through active participation using exercises and



TRAINING PROGRAM AGENDA

Planning

- The writing process
- Effective communication criteria 7Cs
- Define purpose of writing
- The 5Ws
- Knowing your reader(s)
- Reader sensitivity
- The direct approach to giving bad news
- Readability, tone and style
- Considerate writing
- Developing an appropriate tone in internal emails

Drafting

- Using clear, familiar words
- Coherence and unity in business texts
- Writing in plain English
- Writing clearly
- Adding emphasis in business writing
- Writing concisely

Presentation

- Using action verbs in business writing
- Paragraphs & words per sentence
- Parallel form in business writing
- Coordinating
- Correlative conjunctions
- Lists
- Presentation styles and layouts
- Etiquettes of email writing

Proofreading

- Review your writing
- Proofreading guidelines
- Revising to improve the content and sentence structure
- Proofreading to correct grammar, spelling, punctuation, format and mechanics
- Evaluating to analyse whether the message achieves its purpose
- Analysis of business documents



ABOUT THE TRAINER

Mathy Randhawa has been inclined to Human Resources training with various established organizations locally and internationally. She has vast experience in the training field and specializes in Soft skill and HR related training. Currently, spoke on local radio station, Business FM on Key Traits To Break or Make A Leader. In addition, she writes articles on HR related matters.

Experienced HR Trainer with excellent presentation and training abilities and the understanding of how to identify corporate training needs. Has a Master's Degree in Human Resources Development and ten years of experience working as a HR Trainer. Besides, holding an Honours Degree in Law, Mathy is also a certified Corporate Trainer by Deloitte United Kingdom and PSMB. She is a Law graduate from United Kingdom and has a certificate of Completion to the English Bar by Lincoln's Inn (UK). She has vast experience in the training field and specializes in Soft skill and HR related training for more than 18 years. She is an expert in conducting extensive presentations in Employment Act 1955 congruent to Termination Process. She has also acted as a consultant for few organizations on setting up of the Domestic Inquiry Panels and advising on Employment Act 1955. Mathy has established herself as a consultant and a facilitator in modern Business Writing, Technical Writing and Communication Skills.

Mathy has conducted training interventions in various industries; oil & gas, banking sector, hotels, small scale industries, minor & major manufacturing industries, government units, public sectors, colleges & other educational institutions. She brings to the table, a proven expertise in identifying training needs, designing training content, developing assessment and executing them.

Her experience in training allows her to infuse her natural enthusiasm and extensive practical experience with proven techniques to facilitate adult learning. She often focuses on the use of humour to facilitate change, which she believes lightens up the atmosphere and let people relax into learning. Her programs are noted for being, interactive, cerebral, energizing, and hands-on. She combines a practical facilitating style with a broad range of domain training experience, allied to her personal enthusiasm, to present dynamic and informative programs that participating audiences find easy to relate to.

Course Title & Location	Number of Days	Early Bird Price <i>ends August 14, 2019</i>	Regular Price
Dubai - Effective Business Writing Skills	2 Days	SG\$ 1,088	SG\$ 1,288

DELEGATE DETAILS

1 Name (Mr/Ms) _____
Job Title _____
E-mail _____
DID _____ Mobile _____

2 Name (Mr/Ms) _____
Job Title _____
E-mail _____
DID _____ Mobile _____

3 Name (Mr/Ms) _____
Job Title _____
E-mail _____
DID _____ Mobile _____

PAYMENT DETAILS

Registration will only be confirmed upon receipt of payment. See below Singapore Dollar Account Details for bank transfer:

Beneficiary Name:
Customized Training Solutions Pte. Ltd

Beneficiary Bank Account No:
003-940925-7

Bank Name:
DBS

Bank Address:
DBS Bank Ltd.
12 Marina Boulevard, DBS Asia Central
Marina Bay Financial Centre Tower 3, Singapore
018982

Bank Code:
7171

Branch Code:
003

Swift Address:
DBSSSGSG