

Effective Business Writing



About The Workshop

“Effective Business Writing” enables participants to produce more effective written communications. This workshop helps build each participant's confidence, helps them define their writing problems, and shows them how to write clearly and concisely. Most importantly, participants gain practice and feedback at improving their written communication.

Methodology

Presentations, Q&A, quizzes, games, individual exercises and group work.

Who Should Attend

- Managers
- Executives
- Administrators
- Secretaries
- All professionals who want to write better business correspondence.

Venue

JE-KL
A-12-1 & A-12-2 ,
Wisma HB Megan Avenue II,
12, Jalan Yap Kwan Seng,
50450 Kuala Lumpur.

Registration

Please contact :
Zeti Aziz at 03-6203 3532 or via e-mail to
zeti.aziz@els.edu.my.

Course Content

The Basics of Business Writing

Letter-Writing Basics

- Preparing to write
- Business letter format
- Choice of fonts
- Conciseness and clarity
- The active voice
- Positive and negative messages
- The “YOU” viewpoint
- Paragraph writing

E-mail Writing

- The language and etiquette
- Brevity and clarity
- Grammatical accuracy

Memo Writing

- The language and etiquette
- Brevity and clarity
- Grammatical accuracy

Report & Proposal Writing

- Types of Reports:
- Formal and informal language
- Formal and informal vocabulary
- Stages of Writing a Report
- Organisation of a Report