



EFFECTIVE BUSINESS WRITING AT WORK

OVERVIEW

Good writing skills communicate intelligence, professionalism, and competency. Poor writing skills communicate a lack of intelligence, professionalism, and competency. The better your skills are, the better your image is and the better your chances for promotion.

LEARNING OUTCOMES:

- Possess good knowledge of principles of writing
- Write business email, business letter and memorandum according to the standardized format, tone, vocabulary, rules casem alignment and spacing
- Organise ideas systematically in a logical and constructive flow
- Convey message in a positive tone
- Write to express your authority and professionalism in handling the matter
- Able to analyze and interpret writer's personality
- Capture your reader's attention with a good headline

OBJECTIVES

- ✚ Breakthrough the challenge of how to get started writing
- ✚ Understand how writing process benefits you
- ✚ Aware of the techniques in making a good impression at writing
- ✚ Express the message with a clear purpose to achieve the objective of writing
- ✚ Aware of the guidelines of how to write neatly in print

WHO SHOULD ATTEND?

Non-executives, executives, secretaries, administrative, sales & marketing, purchasing, human resource and other departmental officers who wish to write business e-mails, business letter and memorandum professionally to the staff, supervisors, managers, suppliers, and customers.

- ✚ Module 1: Introduction to Business Writing
- ✚ Module 2: Creating Good Impression in Writing
- ✚ Module 3: How to Write Business E-mails, Business Letters and Memorandum
- ✚ Module 4: How to Express Your Message in Business Writing
- ✚ Module 5: How to Revise, Edit, and Proofread Your Writing
- ✚ Module 6: Self-Check for Writing

WORKSHOP OUTLINE

If you have any enquiries, please contact

+60 (3) 56213630 or

email: info@comfori.com

SBL CLAIMABLE



MINISTRY OF FINANCE

