

MEXA'S VIRTUAL COURSE  
"7 hours of Interactive Online Session"

ON

# EFFECTIVE BUSINESS WRITING

HRD Corp  
Claimable  
Courses

(Programme No.: 1000161908)

3 April 2024, Wednesday | 9.00 am – 5.00 pm | ZOOM Virtual Platform

## INTRODUCTION

Although writing is an important part of working life, few employees receive help with documents or writing guidance. Unclear writing creates confusion, leading to more enquiries for clarification, errors, complaints and also rework. All of these consume valuable company time.

Many feel insecure about their grammar and writing skills which results in tendency to use overly formal phrases that leave the reader with a negative impression of the writer and the company.

This course will help you improve your English writing skills in a business and professional setting.

## OBJECTIVES

Upon completion of this programme, participant will be able to:

- Speed up the writing process when writing business documents such as emails, memo & reports
- Organise their ideas and conclusions in reader-friendly written style, usage of correct grammars
- Apply the main rules of good business writing.
- Select simple language to ensure that messages are read, understood and get results.

## LEARNING OUTCOMES

At the end of this programme, participant will have gained the following knowledge and learning and be able to:

- Improve English writing skills in a business and professional setting.
- Able to understand the correct ground rules on how to organise and execute proper business write-ups.

## TARGET AUDIENCE

All who wish to improve their Business Writing Skills in a commercial or business context  
(Executives, Junior Executives, Junior Officer / Clerk)

## METHODOLOGY

An interactive and practical approach incorporating group discussions/exercises, presentations and role plays.

## OUTLINES

### DAY 1

#### Module 1: Prioritising Concerns for Effective Business Writing

- Purpose of Business Writing?
- P.D.P of Writing (Plan – Design –Prepare)
- Writing Checklist
- Reader Analysis

#### Module 2: Mindset in Business Writing

- Creating Logical Structure
- A.B.C of Writing
- K.I.S.S Principle
- Improve Clarity
- Eliminate Wordiness
- Using Positive Words

#### Module 3: Business Vocabulary/ Choice of Words

- Grammar Minefield – Highlighting the common usage
- Punctuation errors
- Common Words – usage & meaning
- Common Confusing Words
- Spelling - British vs American English

#### Module 4: Useful Phrases for Writing

- Confirmation
- Drawing Attention to Matter
- Requests
- Refusing Politely
- Apologizing /Expressing Regret
- Expressing Dissatisfaction
- Offering Help /Assistance

- Referring to Future Contact / Business
- Enclosing Documents
- Referring to Payment
- Price Matters
- Giving Good News
- Giving Bad news
- Orders

#### **Module 5: E-mails**

- E-mail Format
- Creating accurate “Subject Line”
- Appropriate “Opening Lines”
- Content
- Closing for action
- Dealing with angry /aggressive emails

#### **TRAINER’S PROFILE**

##### **Sathiesh Sangarajoo**

- **BEng (HONS) – University of Lincolnshire & Humberside, United Kingdom.**
- **CERTIFICATION IN TRAINING (TTT/ 7353) - Pembangunan Sumber Manusia Berhad**

Sathiesh has extensive 17 years of working experience in Telecommunication and Semiconductor /Manufacturing industries. He assumed positions as Head of Customer Service and Network Technology Division Engineer. Been exposed to training in Managing Customers’ Complaints & Recovery Process, Sweden and Subscription Handling for Call Center as well as Call Center Service Overview, Spain.

Some of the portfolios that he has undertaken during his tenure includes: - Conducting Customer Satisfaction Surveys, Implementing Quality Initiatives, Team Engagement & Empowerment, Induction Programs, Writing Policies & Procedures, Creating and Implementing Change Management plans.

He strongly believes in People Management Practices and Learning & Growth principle as being one of the key elements for organisations to succeed. He is passionate in making a difference in participants’ learning through his personalized, practical and dynamic approach to make training an enjoyable and valuable experience.

Sathiesh has effectively helped organizations and its people improve performance through training and consultancy in the areas of Leadership, Customer Service, Project Management and Personal Development.

#### **PRE-REQUISITE**

- Good Internet / wifi connectivity
- PC / Laptop with good audio/visual
- Virtual platform - ZOOM

#### **PARTICIPATING FEE (HRD Corp Claimable Courses)**

**RM700.00 per person**

# Fee inclusive of Course Notes, Digital Certificate of Participation and 8% SST

#### **For registration:**

1. Please email us a copy of your registration form;
2. (HRD Corp Registered Employer) Please apply via HRD Corp e-TRiS for HRD Corp Claimable Courses scheme before training date (subject to approval), **Training fee claiming = RM700.00 per person**; and
3. (HRD Corp Registered Employer) Upon training completion, please fill up form **PSMB/SBL-Khas/JD/14** and return it to us immediately. The delay in returning the form will result in delay of the employer’s submission of claims.

#### **ORGANIZER (MyCoID: 791613A)**

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