



**PROUDLY PRESENT**

**Practical Guide to Business Writing  
(Writing Effective E-mails, Memo, Business Letters)  
2 DAYS PROGRAMME**

**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 enquires 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
- Organise their ideas and conclusions in reader-friendly written style
- Apply the main rules of good business writing.
- Select simple language to ensure that messages are read understood and gets 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.

**LEARNING METHODOLOGY**

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

**DESIGNED FOR**

All who wish to improve their Business Writing Skills in a commercial or business context

## PROGRAMME OUTLINE

### Day 1

#### **Module 1: Prioritising Concerns for Effective Business Writing 9.00am -10.30 am**

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

#### **Module 2: Mindset in Business Writing 10.45 am -12.30 pm**

- Creating Logical Structure
  - A.B.C of Writing
  - K.I.S.S Principle
    - *The max lines in each para*
    - *Technique on Keep It Short & Simple*
- 3 Mastering Areas on Writing:-
- Improve Clarity
  - Eliminate Wordiness
  - Turning Negative to Positive Sentences
  - Sandwich Method to Management / Customers

#### **Module 3: Business Vocabulary/ Choice of Words 3.45pm - 5.00pm**

- 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 5.00pm -End**

- 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

### Day 2

#### **Module 5: E-mails 9.00am -10.30 am**

- Usage of Emails in Professional Settings
- Boomerang Effect - Negative Emails
- Proper Usage of Salutations
- Creating accurate "Subject Line"
  - *How to Improve on Subjet Line*
  - *Dos' & Don'ts in a Subject Line*
- Appropriate "Opening Lines"
  - *How to start an email with good opening lines*
  - *Why readers bored with your email*
- Attachments in Emails
  - *Correct ways on email attachments.*
  - *How to manage if you have more than one attachments*

#### **Module 6: Memos 10.45 -12.30 pm**

- Format of Memo
  - *Opening Segments*
  - *Discussion Segments*
  - *Closing Segments*

#### **Module 7: Business Letters 5.00pm End**

- Common types of business letters
- Layouts for letters
- Replying a Letter
- Initiating a Letter

**Total Duration:**

2 days (14 Contact Hours)

**Time:**

9:00 a.m. – 5:00 p.m. daily

**Trainer Profile****Sathiesh Sangarajoo**

- **BEng(Hons) in Engineering**

**University of Lincolnshire & Humberside, U.K.**

- **Certification in Training( Train The Trainer)**

**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.

## Participation Registration & Fee

Participation Fee: **RM2,088.00** per person (2days)  
HRD Corp Claimable Courses

(Fees inclusive of certificate of attendance, welcome morning coffee, 2-tea break and 1-luncheon per day)

\*In-House Training can be organised upon request.

We have limited seats! Register Now!

To register, email to marketing department at [mytrain2@mytrainingmalaysia.com](mailto:mytrain2@mytrainingmalaysia.com)  
Registration via online can be done thru our website at [www.eliteedge.com.my](http://www.eliteedge.com.my)

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### ORGANISED BY

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