



**Asia Masters Center**

## Business Writing Skills



## Business Writing Skills

### ➔ Course Objective

- Mastering the confusing rules of grammar and punctuation so the meaning is crystal clear rather than confusing
- Writing in English on paper and screen so audiences understand it the first time and believe
- Tailoring English language for online mediums where word count matters
- Applying English language in business documents such as letters, reports, presentations and speeches
- Crafting technical and non-technical reports that are clear, concise and coherent

### ➔ Target Audience

- Finance professionals
- Budgeting and planning managers
- Commercial managers
- Division managers
- Business managers

## ➔ Course Outline

### Day 1

- Writing for Your Reader
- Mastering the perplexing rules of English grammar: from Traditional based on Latin to Modern based on actual usage
- The Art of Punctuation - the traffic signals of language: tells us to slow down, notice this, take a detour, or stop
- Practical tips to avoid overused business words, replacing them with language that creates rich variety for our audiences
- Writing in Plain English that is clear, easy to understand and elicits the response you want

### Day 2

- Developing Advanced Proficiency
- 12 golden rules for successful writing that ensure people read what we write
- Inspiring, Influencing & Persuading through Storytelling: how to narrate experiences with enough detail and feeling so our audiences are engaged
- Newsworthy writing for external audiences that will grab interest and keep people reading to the end
- Accurate proof reading that picks up errors, confusion and potentially embarrassing mistakes

### Day 3

- Writing for Online Audiences
- Email etiquette: creating emails that are well written and structured to people understand why they should pay attention and respond
- How to produce relevant online content for websites and social media, and improve usability and search engine optimisation

- Maximising the response to your posts, tweets, comments and other feeds
- Blogging for business impact in an authentic way

#### Day 4

- More Practical Applications
- Impactful Presentations: presenting messages clearly so audiences participate positively and remember our key points
- Writing speeches that grab attention: motivating and persuading audiences when developing and delivering both informal talks and more formal speeches
- Gold standard letter writing for business: how to structure letters so our recipients read, understand and act on what they read

#### Day 5

- Powerful Reports & Briefing Papers
- Structuring reports so readers can find their way around the different sections in reports
- Using images, diagrams, graphs and tables to illustrate key points in reports
- Best practices for layout and design – typefaces, colour, white space, margins, columns, numbering, page numbers, binding
- How to write reports for people who don't have technical backgrounds
- Presenting complex processes, systems and other technical subjects in a clear, concise and coherent way

### ➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.

- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

 **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

**Price (USD)**

**Communicate with the training department  
to know the participation fees**

➤ **There are offers and discounts for groups**

**The details of the bank account**

**Bank name: CIMB Bank Berhad**

**Account name: Asia Masters Center SDN. BHD**

**Bank account number: 80-0733590-5**

**Swift code: CIBBMYKL**

**IBAN: Null**