



# W R I T E   L I K E   A P R O F E S S I O N A L

[Professional Business Writing Skills]

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**ALISTAIR KING SDN BHD** (254304 D)

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# WRITE LIKE A PROFESSIONAL

## [ Professional Business Writing Skills ]

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Trainer: Dr. Alistair King

Duration: 2 days

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INTRODUCTION:

This course is intended for Managers and Executives who are responsible for writing and supervising documents written by others.

COURSE OBJECTIVES:

This course aims to provide participants with a set of skills and awarenesses which they can use with immediate effect.

These skills and awarenesses are:

- ❖ Transferring spoken input into written material
- ❖ Understanding the progression from the beginning of the document to the end
- ❖ Knowing in which type of documents to use the Active or Passive Voice
- ❖ Using phraseology which is stylistically appropriate
- ❖ Knowing how to connect various points in order to present the best possible impact and therefore, the best possible outcome
- ❖ Knowing how to use the different past tenses in a way which promotes accuracy and immediate understanding
- ❖ Knowing how the various components of letters and reports fit together and flow into each other

WHO SHOULD ATTEND:

Managers, executives; Sales & Marketing, Customer Service people; anyone who has to write, contribute to or edit business documents.

WHAT WILL THEY LEARN:

Participants will learn how to produce documents which are concise, cohesive, grammatically accurate and stylistically appropriate. Elements of style and grammatical forms will be introduced and practised throughout the course.

HOW WILL THEY LEARN:

This course will consist of instructor presentation with video; individual and group writing tasks with presentations to plenary. Authentic material and case studies will form a large proportion of the course materials.

AT THE END OF THE COURSE:

Participants will be able to compose confidently, competently and with the minimum of supervision a variety of business documents (reports, letters, memos, minutes).

COURSE LEADER:

**Dr Alistair King**

TIME:

9:00am to 5:00pm

DURATION:

2 days



\*\*\* This Course is PSMB / HRDF Claimable \*\*\* (Under SBL Scheme)



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# WRITE LIKE A PROFESSIONAL

## [Professional Business Writing Skills]

2 Days

### Important Factors of a Business Document

- Interactional & transactional functions of language
- Your e-mails are as business documents!
- Topic setting and topic maintenance (*Keeping the reader on track*)
- Thematisation of significant points (*Bringing focus to significant points*)



### Grammar In Business Document

- Active vs Passive Voice

### Business English

- Can we communicate in 'normal' English?
- Concise writing to avoid tautology, verbosity & circumlocution.
- Considerate writing to avoid misunderstandings and conflict and to set the right tone.

### Effective Letter Writing

- If you can write a good letter, you can write a good memo, report - or anything!
- Video: "*When Letters Work*"
- Dealing with Complaints: *treating a complaint as an opportunity!*

### How to Compose A Cohesive Text

- Devices to link points and direct the reader in the direction of sense
- Anticipations, Qualifications & Relatives

### Grammar: Use of Tenses

- Accurate use of tense to avoid ambiguity (*Which Past Tense?*)

### Report Writing

- Investigating, Planning, Writing and Revising the Report
- Major group task with presentations to plenary

Biographical Note

**DR. ALISTAIR KING**



**Dr Alistair King**, who heads a team of highly qualified and experienced consultants, has had more than twenty-five years experience in education and training in several European, African and Asian countries. He has held university posts both in his home country, the United Kingdom, and in Malaysia. In addition, he has been a correspondent for International News Services, reporting on issues in Eastern Europe and the Middle East.

Since the mid-1990s, he has been involved in developing all levels of staff of Banks, Corporate Organisations, Manufacturing Companies and Government Departments. His extensive current client list includes many of the top performers in the corporate world, both in Malaysia and in other Asian and African countries. Under a World Bank sponsorship, he has been involved in Human Resource consultancy with the Government of East Timor since the birth of that nation in May, 2002. Under a European Union-funded Human Resource Development project, he is the Communication Skills Consultant to the ASEAN Secretariat in Jakarta. He has recently been appointed to the Industry Advisory Panel of Universiti Teknologi Petronas, where he has particular responsibility for ensuring that the university's Humanities Department Programmes meet the requirements of corporate world.

His international current client list reflects his vast spectrum of experience in many sectors: Government departments, Oil and Gas, Construction, Manufacturing, Banking and Finance, Broadcasting, Hospitality.

He has taken part in a variety of international conferences, including in the role of Keynote Speaker.

His training philosophy is founded on a deep conviction of the worth of the individual and the potential for the individual to improve him / herself. His own educational background is testimony to this philosophy.

He holds four university degrees, including M.Sc. in Applied Linguistics and Ph.D. in Human Resource Management. He is a certified Vocational Aptitudes Assessor and Psychometric Tester with the British Department of Employment.

His recent publications in Malaysia include:

- ***Effective Business Letter-Writing***
- ***Basic Business Conversations***
- ***Sudah, Telah and the English Perfect: A pedagogical description of "tense" in Malay***

COURSE TITLE: **Write like a Professional**

COURSE LEADER: **Dr. Alistair King**

TIME: **9:00am to 5:00pm**

FEE STRUCTURE PER PERSON (RM):

		Per Person (RM)
<b>The Royale Bintang The Curve, PJ</b> <input type="checkbox"/> <b>21 &amp; 22 Mar 2012</b> (Wed & Thu)	1 – 2 Persons	<b>1,500</b>
<b>JW Marriott Hotel, Kuala Lumpur</b> <input type="checkbox"/> <b>21 &amp; 22 May 2012</b> (Mon & Tue)	3 Persons or more <i>(10% Discount)</i>	<b>1,350</b>

**This Course is PSMB / HRDF Claimable (SBL Scheme)**  
**Ministry of Finance Registration No. 357-02085885**



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Tel: 03-9131 4091 Fax: 03-9131 1578

## Registration Form

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Designation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Participant's Name: \_\_\_\_\_ Designation: \_\_\_\_\_

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- Payment on course date  
 Cheque will be sent  
 Enclosed is cheque no. \_\_\_\_\_ For RM \_\_\_\_\_
- Payment by L.O.

*Please make cheque Payable to "Alistair King Sdn Bhd"*

Account Name: Alistair King Sdn Bhd Account Number: 1409-1335935-005

Bank: CIMB Bank Berhad Branch: Tmn Mutiara, KL.

Payment to be mailed to:

**Alistair King Sdn Bhd.**  
4-1 Jalan Manis 1, Taman Segar, 56100 Kuala Lumpur.

- \* Please contact us if you do not receive a Confirmation & Invoice (fax or mail) one week before the event.
- \* Registrants who cancel less than 3 business days prior to the course date are subject to a service charge equals to 30% of the course fee.