CeDR
CORPORATE CONSULTING
198501004328 (136767-V)

CREATING IMPACTFUL BUSINESS WRITING SKILLS

DATE: *26-27 May / 29-30 September 2025*
5-6 January 2026
FEE: *RM 1,000*

DURATION: *2 Days*
HRD CORP SCHEME:
HRD Corp Claimable Courses

PROGRAM OVERVIEW

Effective communication is the foundation of personal and professional success. The better you are at expressing yourself and understanding others determines where you'll go in life. Everything we do or gain in life and all of our successes are, in reality, based on the quality and kind of communication we engage in with ourselves and others.

This program introduces you to a new way of understanding and using communication in the workplace to achieve better results and greater professional success.

Participants will be able to leave the training with checklists and improved confidence to handle business communication in English.

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Understand prerequisites of effective communication.
- Better regulate their own messages.
- Accurately interpret messages of others.
- Avoid using clichés in business documents.
- Master writing simple sentences to the most complex.
- Organize ideas more effectively.
- Edit and proofread their business documents.

METHODOLOGY

- Lectures and Handouts
- Group Exercises
- Videos

WHO SHOULD ATTEND

- First Level Manager
- Executives/Supervisory

FACILITATOR

Norshila Abdullah

With more than 25 years of teaching experience at tertiary level. She was a Senior Lecturer at the Department of Languages and Communication, Universiti Tenaga Nasional and was the Head of Department for 3 consecutive terms. She has taught various English courses since 1987. Norshila is a certified trainer. She has been training for over ten years. She designs and conducts various communication courses for both executives and non-executives.

PROGRAM CONTENT

Module 1
Writing: Essential Job Skill
- Stop Staring and Start Writing
- Identify Your Strengths and Weaknesses
- Characteristics of Job-related Writing

Module 2
Choosing Your Words Carefully
- Sharpening Your Writing Style
- Deleting Redundancies
- Recognizing Irritating Words and Expressions

Module 3
Know Your Audience
- Identifying Communication Styles
- NLP Representational Systems
- NLP Predicates to connect with audience
- Writing to Specific Styles
- Using Persuasive Words on your Readers

Module 4
Writer's Guide to Paragraphs, Sentences & Words
- Constructing the Different Types of Sentences
- Use Sentence Connectors
- Writing Well-Developed Paragraphs
- Coherence
- Unity

Module 5
Fundamentals of Grammar
- Tenses
- Subject-Verb Agreement

Module 6
Improving Your Business Writing
- Art of Writing E-mail
  - Business Email vs Personal Email
  - Common Mistakes in Emails
  - Understanding Netiquette before Writing
  - Guidelines for Using Emails
  - Writer Centered vs Reader Centered
  - Guide to using words and expressions that show empathy
- Art of Writing Letters and Memos
  - The 5 C's of Business Letter Writing
  - Effective Business Correspondence: Basic Principles
  - Common Components of Business Letters and Memos
  - Writing Informative and Persuasive Memos
  - Strategies for Writing the Body of a Letter
  - Kinds of Business Letters

Feedback
Discussions and Sharing
Consolidation

PROGRAM SCHEDULE

Day 1

9:00am	- 10:30am	:	Module 1
10:30am	- 10:45am	:	Coffee Break
10:45am	- 1:00pm	:	Module 1 (*Continue*)
1:00pm	- 2:00pm	:	Lunch
2:00pm	- 3:30pm	:	Module 2
3:30pm	- 3:45pm	:	Coffee Break
3:45pm	- 5:30pm	:	Module 3
			End of the day

Day 2

9:00am	- 10:30am	:	Module 4
10:30am	- 10:45am	:	Coffee Break
10:45am	- 1:00pm	:	Module 4 (*Continue*)
1:00pm	- 2:00pm	:	Lunch
2:00pm	- 3:30pm	:	Module 5
3:30pm	- 3:45pm	:	Coffee Break
3:45pm	- 5:30pm	:	Module 6
			End of the day