

ESSENTIAL BUSINESS COMMUNICATION & PROPOSAL WRITING SKILLS



March 19–20, 2025
| Kuching

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INTRODUCTION

Every organization requires effective communication at every level to function effectively. One form of business communication is written communication in the form of letters, e-mails and memos to communicate business issues concisely and clearly. Another form is proposal writing to share solutions and improvements, both internally and externally. This workshop is intended to equip staff with the essential understanding of the principles of these particular forms of business communication.

WHO SHOULD ATTEND

Business Executives and Managers

OBJECTIVES

- Understand the Core Elements of Written Business Communication
- Apply the Core Elements of Written Business Communication
- Identify Information Required By Decision Makers From Proposals
- Help Readers & Decision Makers Find Information By Using Structured Proposal Components

METHODOLOGY

- Lectures
- Role plays
- Skill practices
- Discussions

LEARNING OUTCOMES

Upon completion of the workshop, participants should be able to:

- Understand what is meant by good business communication
- Create effective written communications
- Understand the basics of preparing effective proposals.



MEET OUR TRAINER:
MR G. SIVALINGAM

Mr. Siva is a leading trainer and consultant specializing in written and spoken communications, with a particular focus on high-level presentations, reports, and business proposals. His expertise lies in helping professionals understand their target audience and craft messages that deliver key points effectively, even when dealing with complex or specialized information. He is particularly skilled at assisting professionals with highly specialized knowledge to communicate their ideas in a way that is accessible and actionable, including those with limited familiarity in the field. His training equips individuals with the tools to make a powerful impression, ensuring their communication drives understanding, engagement, and the desired outcomes.

LEARNING MODULES

DAY 1: ESSENTIAL BUSINESS COMMUNICATION

Module 1: Basics of Business Communication

- The nature of business communication.
 - Common principles
 - The importance of understanding your readers
 - Identifying your reader context with respect to their expertise and point of view
 - Matching your reader's requirements to your requirements as a writer
 - The importance of identifying assumptions
- Learning Outcome**
- Be aware that one's viewpoint may not match their reader's viewpoint.
 - Activity: Exercise & debrief

Module 2: Crafting E-Mails

- Writing Cycle
 - Purpose
 - Title
 - Opening
 - Body
 - Closing.
 - Paragraphing to convey key ideas.
 - The use of direct and indirect writing styles, and when each style is appropriate.
 - Writing for differing scenarios.
 - Information gathering
 - Managing difficult relationships
- Learning Outcome**
- Able to craft an e-mail message that clearly achieves its objectives.
 - Activity: Exercise & debrief

Module 3: E-Mail Etiquette

- Components of Etiquette
 - Actual Message
 - Tone of Message
 - Proper Selection of words to avoid offending readers
 - Emotional impact of emojis
- Learning Outcome**
- Able to appreciate what etiquette means in an e-mail, and how to manage it.
 - Activity: Exercise & debrief

Module 4: Media Rules

- Understand that each form of media, such as WhatsApp, or e-mail, has its own rules, which affect how readers interpret the communication.
 - Discussion of media rules, with emphasis on the rules for e-mail.
 - Consequences of not following media rules.
- Learning Outcome:**
- Able to match the media to the appropriate business scenario.
 - Activity: Exercise & debrief

DAY 2: PROPOSAL WRITING SKILLS

Module 1: Proposal Layout

- Proposal Types
- Tender Proposals-Response to Request for Proposals(RFP)
 - Technical proposals to sell a concept proposal storyboard
 - Introductions, titles, backgrounds
 - Analysis, conclusions, recommendations
 - Appendices, executive summaries
 - Specialised Components
 - Scope
 - Risk
 - Milestones
 - Customer dependencies
- Learning Outcome**
- Able to understand the use of the standard proposal components, and how they fit into the overall flow of the report.
 - Activity: Exercise and debrief

Module 2: Writing Proposals

- Craft Proposal:
- Analyze Request For Proposal(RFP)
 - Identify requirements
 - Specify required outcomes
 - Identify milestones and acceptance guidelines
 - Adapt technical material to client needs
 - Present features as client benefits
 - Previewing and summarizing proposal sections
- Learning Outcome:**
- Able to craft a proposal body which makes sense to the reader, with a logical flow
 - Activity: Exercise & debrief

Module 3: Completing Proposals

- Integrating Proposal Components
- Implications and consequences
 - Decision making criteria
 - Mapping and justifying proposal Recommendations to reader issues
- Learning Outcome**
- Be clear about what readers/clients expect from proposals.
 - Activity: Exercise on reader/client expectations

Module 4: Executive Summary

- Executive Summary
- Decision making tool for top management
 - Content and organization
 - Differences between summaries and abstracts
- Learning Outcome:**
- Able to write an executive summary which enables a busy senior manager to make a quick decision about the recommendations made in a proposal.
 - Activity: Exercise on writing an Executive Summary.

INVESTMENT FEE (Per Participant)

EARLY BIRD RATE	NORMAL RATE	CLOSING DATE OF REGISTRATION
RM 1590	RM 1790	EBR: One month before commencement of the course NR: One week before commencement of the course
Applicable for registrations received and paid one month before commencement of the course	Applicable for registrations received and paid after the EBR closing date	

*The fee is not yet inclusive of 8% SST

Closing Date: March 12, 2025



The Organiser reserves the right to make any amendments that are deemed necessary in the best interest of the workshop.

Please register me/us for the workshop on

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Do you intend to utilize HRDCorp Levy for this program? **Yes / No**

Upon submission of this form, I have read and accepted the terms & conditions of this registration

Participant 1

Name :
 Position :
 Contact :
 Email :

Participant 2

Name :
 Position :
 Contact :
 Email :

Participant 3

Name :
 Position :
 Contact :
 Email :

Company :
 Address :

Tel : Fax :

Nominating Person

Name :
 Position :

Approving Person

Name :
 Position :

Invoice Attention to :

Email :

TERMS & CONDITIONS:

- Fees are inclusive of programme materials, refreshments, luncheons and certificate.
- Outstations participants are advised to call MRS before making any air-travels and hotel payments. MRS shall not be liable for any loss or damage, costs or additional charges that may arise from the failure to confirm with us before making such arrangements.
- Payment, Confirmation & Admission**
An invoice shall be issued upon receipt of your registration form. Payment is required by the early bird rate closing date or other dates stated on the invoice, whichever is applicable. Full payment is expected prior to the commencement of the course. We reserve the right to refuse admission for registration that remains unpaid. A Letter of Undertaking may be acceptable with prior notice and consent.
- Substitution/Replacement of Participants**
Substitutions are allowed at no extra charge provided MRS is notified in writing at least 5 working days prior to the course wherein any substitution proposed thereafter, MRS may reserve its right to disallow such proposal, and any substitution which may be accorded thereafter (if any), MRS reserves its right to add an additional charge thereto.
- Cancellation of Participants**

For Paid Registrations	For Unpaid Registrations
<ul style="list-style-type: none"> 30 days before course: Full refund or transferable 14 days before course: Refund minus 15% admin fee or transferable Less than 14 days before course: No refund but transferable No show: No refund and not transferable 	<ul style="list-style-type: none"> 30 days before course: No applicable admin fee 14 days before course: 15% admin fee chargeable Less than 14 days before course: Full fees chargeable and transferable No show: Full fees chargeable and not transferable

*Transferable - to a similar or different course with the necessary top up fee should the course transferred to, is of a higher value

6. Postponement

While all care shall be taken to carry on the course as scheduled, there may be circumstances that may deem it necessary for MRS to postpone or merge with another similar course. In such instance, participants hereby indemnify and holds MRS harmless from any cost incurred. Payment received will not be refunded but can be credited to MRS's other courses.

7. Permanent Cancellation

In the event of a permanent cancellation by MRS of a course and provided the event is not postponed to a later date or merged with another course, a full refund shall be made for paid registrations and no applicable admin fee for unpaid registrations. Participants hereby indemnify and holds MRS harmless from any cost incurred.

8. Participants have read and consent to MRS processing the **registration data** in accordance with the Personal Data Protection Notice posted on www.trainingprovider.org. As such, they have discharged their responsibility of ensuring the information provided herein is the most up-to-date information as possible.

MRS MANAGEMENT SDN BHD (275222-P)

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