

# BUSINESS WRITING SKILLS

**March 19–20, 2025 | Kuching**



**REGISTER NOW!**  
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## LEARNING OUTCOMES

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

- Understand what is meant by good business writing
- Select the appropriate written medium for a specified business context
- Create effective written communications



## OBJECTIVES

- Understand the Impact of Reader Requirements on Business Writing
- Understand the Core Elements of Business Writing
- Apply the Core Elements of Business Writing



## METHODOLOGY

- Lectures
- Role plays
- Skill practices
- Discussions

## 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. This workshop is intended to equip staff with the essential understanding of the principles of this particular form of business communication.

## WHO SHOULD ATTEND

Business Executives and Managers



**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

## 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

- Participants should be aware that their viewpoint may not match their reader's viewpoint.
- Activity: Exercise & debrief

## Module 2 : Writing Principles

- The 3 stage writing cycle of planning, writing and checking.
- The use of direct and indirect writing styles, and when each style is appropriate.
- Writing for differing scenarios.

### Learning Outcome

- Participants should be able to appreciate what style of writing is appropriate for differing business scenarios.
- Activity: Exercise & debrief

## Module 3 : Short Communications-E-Mails, Letters, Memos

- Common features of short communications.
- Paragraphing to convey ideas.
- Mapping flow of writing to reader expectations.

### Learning Outcome

- Participants should be able to understand the basic principles of communicating effectively in writing.
- Activity: Exercise & debrief

## Module 4 : Crafting Effective E-Mails

- The Unique Features of E-Mail
  - To, From, CC, BCC
  - Forwarding
  - Attachments
- The 3 stage writing cycle of planning, writing and checking e-mails.
- Etiquette in e-mails.

### Learning Outcome

- Participants should be able to craft an e-mail that achieves their goals, within the constraints of e-mail, while being courteous to their readers.
- Activity: Exercise & debrief

## Module 5 : Media Rules

- Understand that each form of media, such as WhatsApp, e-mail, or letter, 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

- Participants should be able to match the media to the appropriate business scenario.
- Activity: Exercise and debrief

## Module 6 : Visual Writing Patterns

- Segmenting readers by dividing documents into related sections with explicit reader guides
- Use of visual patterns to guide readers implicitly within a document

### Learning Outcome

- Participants should be able to understand how to guide readers to the sections that interest them and organize the information systematically.
- Activity: Exercise & debrief

## Module 7 : Communicating Using Non-E-Mail

### Internet Based Tools

- Messenger Tools -WhatsApp, Signal, Telegram
- Using Messenger Tools Effectively
- Appreciate the Limitations of Messenger Tool
- Other Tools

### Learning Outcome

- Participants should be able to appreciate the strengths and drawbacks of written communications based on non-email based tools
- Activity: Exercise & debrief

## Module 8 : Communication for Specific

### Business Scenarios

- Identify the nature of the business scenario.
- Determine the optimal medium for the scenario.
- Craft the written communication.

### Learning Outcome

- Participants should be able to appreciate the interplay between readers, meeting business objectives and the business context, in crafting the document.
- Activity: Exercise & debrief

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

\*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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