

# WOMEN'S INSTITUTE OF MANAGEMENT

(INSTITUT PENGURUSAN WANITA (WIM) ) (Company No. 264164-K)

(A Non Profit Company Limited by Guarantee and Without Share Capital)

## **EFFECTIVE LETTER AND EMAIL WRITING FOR BUSINESS**

***"The difficulty is not to write, but to write what you mean." – Robert Louis Stevenson.***

Effective business writing shows you how to communicate in business with style and purpose. Writing that letter or email to influence your readers must be delivered not just using clear and concise language, but it must be delivered with care to connect with the reader.

The goal of this 2-day workshop is to help you write with greater ease, precision and clarity with a touch of courtesy. We will show you the building blocks of successful writing to hone your skills in organizing your words and thoughts on paper, structure your messages logically, and improve on the style, language and tone.

### **Objectives**

At the end of this programme participants will be able to:

- Design clear and concise messages in letters and email.
- Structure information logically for the reader.
- Influence and persuade readers to take the action required.
- Hone the skills of writing business letters and emails.

### **Methodology**

A mixture using presentation, games, individual exercises and group work. Participants are encouraged to bring in some documents they have sent or received for discussion to analyse for improvement in format, style or language.

### **WHO WILL BENEFIT**

Executives, PAs, Administrators and any professionals who want to write better business correspondence.

### **1. The ABC of Writing**

- Accuracy, brevity and clarity build credibility
- Express yourself with the 7 Cs of writing

### **2. Laying the foundation**

- Plan with the reader in mind
  - Use the 5 Ws and 1 H
  - Write a clear purpose
  - Structure your thoughts
- Write your draft
  - Write without stress: Free writing
  - Mapping the information
- Layout for an email or letter

### **3. Structure Your Writing**

- Organise materials according to purpose
  - Organisational methods
  - Structuring paragraphs
  - Linking 1: Connecting sentences
  - Linking 2: Sentence structure

*Sample letters and templates will be shared with participants and exercises will be given for participants to practice.*

### **4. Develop Your Writing Style**

- Recognising and using tone
- Varying tone with words and expressions
- Varying tone using sentence structure and sentence length

### **5. The tool for writing**

- Grammar and usage review
- Often-confused words
- Correct use of prepositions
- Guidelines to punctuation
- Mechanics: Writing sentences that sell the message

### **6. Honing your skills**

- Techniques of writing:
  - Letter
  - Email
- Using formal and informal language
- Tone of voice
- Choice of words

*Participants will enjoy group and individual work activities to write emails based on scenarios relevant to the workplace*

### **7. Editing for content and structure**

- Put your message in focus
- Review for clarity
- Sequence your message strategically
- Answer your readers' question: Why?

### **8. Proofreading the final draft**

- Minimize your risk
- Common proofreading errors
- A proofreading checklist

## FACILITATOR

### Nancy Ong Chen Gan

MBA (Strathclyde, U.K.), Dip. In Banking (U.K.), TESOL (Australia), PSMB Certified.

Nancy pursued her passion to teach through the training profession after leaving her career in banking of 30 years. Ten years on and she has successfully trained many people in the art of business English communication, an area she is passionate about. Early on in her career, she recognized that a key success factor to career advancement is the ability to speak and write well in English.

Her job has given her many opportunities to write and speak to many levels of management in planning, presenting and decision-making. Combining her proficiency in English and a clear understanding of the business environment, she now wants to share and impart her skills and knowledge to others who care to improve themselves for their career advancement.

Today, she is highly sought by the industry for her training in business English communication and writing skills. Using simple and proven techniques of communication strategies, she is able to show participants how to achieve results in their communication in any work environment. Her programmes aim to increase organizational effectiveness with right communication.

She is lively and inspiring in delivering her training. Using a creative and innovative approach, she instills a sense of urgency and desire for the individual to make the change and transform for better results. Her training has reached out to a diverse industry ranging from manufacturing to services.

## Effective Letter And Email Writing For Business

25<sup>th</sup> – 26<sup>th</sup> Apr 2017 (Tue-Wed), 9 am - 5 pm

**Fees: Member – RM900.00      Non-Member – RM980.00**  
**Group (min 3) – RM950.00**

Name (1): \_\_\_\_\_

Name (2): \_\_\_\_\_

Name (3): \_\_\_\_\_

Company: \_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_ City: \_\_\_\_\_

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

Handphone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Payment Details:

By Cheque / Cash: I enclose cash/cheque RM \_\_\_\_\_ payable to **'Women's Institute of Management'**

Bank the payment into **Women's Institute of Management**'s account:

Bank : **CIMB Bank Berhad** Account No.: **8000694925**

(fax or email the bank-in slip as the proof of payment)

By Credit Card: Please charge RM \_\_\_\_\_ to my credit card: V / M

Name of Cardholder: \_\_\_\_\_

Credit Card No.: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Card Issuing Bank : \_\_\_\_\_

**Please tick if you are WIM Member**

I understand that a place is reserved when payment has been received by WIM

Signature \_\_\_\_\_ Date \_\_\_\_\_

## REGISTRATION FORM

### ADMINISTRATIVE DETAILS

Venue: 1<sup>st</sup> Floor, Wisma WIM  
7, Jalan Abang Haji Openg  
Taman Tun Dr. Ismail  
60000 Kuala Lumpur.  
Tel : 03-7725 0268 / 0288 ext 16  
Fax : 03-7725 0286  
E-mail : [nyk@wimnet.org.my](mailto:nyk@wimnet.org.my)  
Website: [www.wimnet.org.my](http://www.wimnet.org.my)

Fees inclusive of 6% GST, refreshments, luncheon, course materials and Certificate of Attendance.

### REGISTRATION POLICY

#### REGISTRATION

Registration Form must be completed and submitted together with full payment of the seminar fees to WIM before commencement of the seminar. Otherwise, we may have to treat your registration(s) as unconfirmed.

#### SUBSTITUTION OR CANCELLATION

Substitution of participant(s) is allowed provided WIM is notified in writing of the same with the name of the new participant(s) at any time prior to commencement of the seminar.

WIM reserves the right to cancel, reschedule or postpone the seminar due to unforeseen circumstances. Every effort will be made to inform registered participants.

#### PAYMENT

Payment paid is not refundable.

#### GROUP DISCOUNT

An organization sending 3 or more staff members to attend is entitled to RM950 per participant.

**HRDF Claimable**