

INFLUENTIAL BUSINESS WRITING

Date : 22nd & 23rd May 2018

Business communication now is the brand and outlook of a company. The reputation of the company highly depends on the employee's competency to converse and respond well. With the mass communicating digitally, businesses have upped their game by training their employees to communicate online.

As emails become contracts and WhatsApp chats are the new meeting rooms, how you communicate professionally with text, emoticons and expressive punctuations will influence business activities. This one-day training on Influential Business Writing will prep your workforce with the best key secrets on digital communication. Taking you through writing skills in emails, chats, memos, agendas and reports, what you will learn is applicable immediately.

LEARNING OBJECTIVES

- Study how to compose words into meaningful phrases to influence others.
- Build rapport with your peer with engaging conversation techniques.
- Grow your listening skills to receive messages effectively.
- Explore best message delivery methods to suit the communication needs.
- Create internal leaders as they communicate cohesively with one another.

WHO SHOULD ATTEND

Small to large business employees who work in teams and professionals who requires communication in their day-to-day job. This includes :

- **Head of Departments.**
- **Project Leads.**
- **Operations and Marketing.**
- **Client Relations and Business Development.**

COURSE OUTLINE

- Clarifying your aim by knowing your Ws and H reflective to your business writing.
- Using tones to show emotions digitally by using punctuations, emoticons and right use of words.
- Being service-oriented business writers to build rapport and create shared values. Influencing readers by restructuring your writing by structuring your paragraphs, introductions, sign offs with SCRAP.
- Summarising your long business report to effective Informative or persuasive reporting style.
- Formatting your Agendas and minutes with documents, format, and layout for clearer communication.

SPEAKER'S PROFILE

Nina Nasir's passion in communication began during her career as producer for world established companies, where her career required communicating with various professionals of various nationalities - from new entry executives to C-level professions from multiple industries. During the years, she studied and documented multiple influencing communication techniques from world practitioners that will be useful to businesses. This includes the Communication Brand Matrix, 6 preparation Facts, and the SCRAP.

As NLP Practitioner, she believes that communication is driven by the human-mind. Her trainings include many confident boosting techniques, and innovative ways to help clients fight fear, and excel at work with communication. After realising that communication skills is beneficial for all stages in life, she focuses on both children and adults, helping them map their thoughts and transform ideas into words effectively, and powerfully.

To give back to the community, recently in 2016, Nina began launched the Communication Clinic Campaign, where she visits schools across Malaysia to bring awareness on Communication.

Her innovative training techniques combine all forms of self-expression, to create the best communicators. This includes games, sports and art.

She is an HRDF certified trainer, and a certified NLP Practitioner from London, UK.

INVESTMENT FEES

RM1,590.00 (including GST) per participant.

REGISTER 3 PARTICIPANTS FROM THE SAME ORGANIZATION, THE 4TH PARTICIPANT IS FREE!

Notes: Certificate and lunch provided.

TO REGISTER

Call us at (03) 2072 5003
Email : corporate@malverninternational.edu.my

Our address :
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DEADLINE FOR REGISTRATION : 18TH MAY 2018



We Are An Approved Training Provider Under SBL Scheme
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