

Essentials of Business Writing



A good piece of writing requires both form as well as substance. So does a good speech. Whilst an articulate speaker with a good command of the language can wow his audience with his eloquence and his crafty use of words, one with a good story cannot stir his listeners if he is handicapped grammatically or linguistically. The same is even more true with writing - form (grammar & expression) is required to convey substance, but substance cannot make up for lack of linguistic competence!

In recent years, our educational system has been severely challenged in the teaching of English Grammar. Emphasis on a second language has diluted efforts and focus on the mastery of English, despite its critical importance in the work-place and on the global stage ...

For those aspiring to scale the corporate hierarchy, career and promotion opportunities may be lost to peers with better communication competence. In the fiercely competitive world of business, even business opportunities may be lost, when linguistic finesse is lacking!

This intensive, crash-program has been specially designed for those looking for a quick revisit of their school-day English lessons. It is a good refreshing booster for every corporate citizen requiring astute writing skills on the job ...

Key Takeaways:

A. The Parts of Speech: Basic building blocks

- ✓ nouns
- ✓ pronouns
- ✓ verbs
- ✓ adjectives
- ✓ adverbs
- ✓ articles
- ✓ prepositions
- ✓ conjunctions

B. Grammatical Challenges

- ✓ Noun & Verb agreement
- ✓ Active vs Passive voice
- ✓ Direct vs Indirect speech
- ✓ Parallelism

C. Sentence Structures

- ✓ Types of sentences & their structures
- ✓ Ambiguous & erroneous structures

D. The 4Cs for writing excellence

- ✓ Writing **clearly** - avoid ambiguous constructions
- ✓ Writing **correctly** - correct choice of words/vocabulary
- ✓ Writing **concisely** - KISS (keep it short & sweet)
- ✓ Writing **courteously** - be reader-friendly

E. Applications

- ✓ Email etiquette
- ✓ Report format & structure
- ✓ Common errors in oral & written communication
- ✓ **Correcting MY OWN writing errors** – based on participants' own writing samples

Essentials of Business Writing, originally named **Grammar for Better Communication**, was custom-designed for a BIG Government body in 2008. It was a HIT, winning raving accolades and evaluation ratings from participants ... It was later adapted for the private sector, with similar success. Therefore, **Essentials of Business Writing** is a tried and tested program, suited for all business organizations, public or private.

Participant evaluation and feedback

	Scale	Most recent run (Feb'17)
<i>Helped me learn new ideas & skills</i>	5-point	4.7
<i>Facilitator knowledgeable on topic</i>	5-point	4.9
<i>Facilitator responsive to questions</i>	5-point	5.0
<i>Overall satisfaction & experience</i>	5-point	4.6

What ex-participants say about this program:

- ✓ Very interesting & fun.
- ✓ The materials are good.
- ✓ The course is fun & well-contained.
- ✓ The instructor is very experience and knowledgeable.
- ✓ Humorous. She tried to entertain the crowd.
- ✓ The trainer is very effective. She's able to clarify our questions!
- ✓ Very interesting, very interactive, not at all draggy
- ✓ The trainer is professional and interesting.
She knows how to keep the class stay focused onto what she is teaching.
- ✓ The trainer knows her subject very well.
The trainer is very friendly and she delivers the best to us. Cheers!
- ✓ The lecturer patiently answers our questions and clears our doubts.
- ✓ I hope the course can be a 5-day course instead of a 3-day course.
- ✓ Ms Tan has a very strong English and Chinese foundation.
- ✓ Well done and kudos to Ms Tan for her excellent teaching methodologies.
- ✓ The trainer is very helpful, she clarifies every question we have.
- ✓ Very enriching course. Objectives are clear.
- ✓ Enjoy learning English in a fun way.
- ✓ The facilitator is able to deliver an impactful lesson and is bursting with passion and energy. Lessons are lively and she was able to engage with the participants actively.
- ✓ Ms Tan is a very passionate teacher and she makes sure that the class understands and knows the importance of English.
- ✓ Patient, friendly, warm, helpful and explain the contents clearly.
- ✓ She is able to explain everything clearly and they are easy to understand.
- ✓ A Quality Trainer ! Passionate in teaching.
- ✓ Ms Tan Chor Hoong has done a great job in refreshing my English Grammar.
- ✓ There were a lot of examples & discussions which help me understand the lesson better.
- ✓ This training had not only refreshed my knowledge about grammar but also enhanced my understanding of it.
- ✓ The lecturer was enthusiastic and kept the lesson interesting.
- ✓ The instructor is very knowledgeable in her field.
- ✓ Extremely refreshing & enlightening
- ✓ The facilitator was extremely knowledgeable & enlightening. Kudos !!
- ✓ The facilitator is passionate & friendly, sharing her knowledge & skills to us.
- ✓ I always thought grammar is very complicated, until the ways the trainer organize and summarize it in this course.