

APRIL
24
ONLINE



AT-DAY COURSE ON

GET THAT MESSAGE ACROSS!

The Latest & Essentials of Email Writing

HIGHLIGHTS

- Introduction And Briefing
- Fundamentals Of Effective Writing Skills
- Latest Trend In Business Writing
- Parts Email: Format
- Four Points Structure & Phrases To Use
- Communicate With Right Language
- Proofread And Edit
- Writing An Effective Email: Activities



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INTRODUCTION

Messages are flying across from many directions at a higher speed and it will keep on getting faster. They come in many forms, and how do we decide what are the key messages and how do we respond? How do we write to hit that bullseye and get on to the next agenda?

Writing has become easier. This program looks into the latest method of writing, format, choice of words, sentence structure, punctuation, spelling, and grammar.

Learn to use the KISS (Keep It Short & Simple) principle and who knows, you might just enjoy writing!

AFTER ATTENDING THIS COURSE YOU WILL RETURN TO YOUR JOB...

1. Understanding and applying the latest trends in writing skills and format.
2. Planning and preparing focusing on the core message and replying in a professional manner.
3. Selecting proper words to get positive results.
4. Proofreading and editing on grammar, punctuation, spelling, choice of words, and sentence structure.
5. Learning to write an effective email.

WHO SHOULD ATTEND

All levels of staff. This course is particularly suitable for those who write regularly at work and in business. Improved skills will enhance the ability to achieve the company's objectives in a shorter time.

METHODOLOGY

Quiz, slide share, brainstorm, discussion and lecture.

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TRAINER'S PROFILE

SINTHANA has over 20 years of work experience with retailing, multinational manufacturing company, and hotel industry. Her experience in quality assurance, human resource management, hospitality and administrative skills have given her the opportunity to realize her passion which is developing human potential. She trains all levels of employees including upper management.

She develops training manuals in English and Bahasa Malaysia language and conducts many soft skills programs with particular interests in customer service, business writing, communication, supervisory, office management, and language. Her role encompasses identifying training needs, designing content, and conducting training to fit customers' requirements. She also assesses the effectiveness of programs at the site.

She aims to develop a positive attitude and increase staff core competencies in each of her programs.

She introduces a lot of self-reflection and interactions in her lively programs, and her approach stresses key points, which are reinforced through role-plays and presentations. She conducts her sessions in English and/or Bahasa Malaysia language.

Sinthana In-house programs clients include; Exxon Mobil, MMC Oil and Gas Sdn Bhd, Northgate Arinso, IBM, Siemens, Hewlett Packard, Panasonic, Pembangunan Sumber Manusia Berhad (HRDF), TUDM (Tentera Udara DiRaja Malaysia), Jabatan Perkhidmatan Awam, Putrajaya, Construction Industry Development Berhad, Maju Holdings Berhad, L'oreal, DHL, Bank Negara, RHB Bank, I-Perintis Sdn Bhd, Infineon, Proton Casting Sdn Bhd, Sumirubber, Rohas Euco Industries, Elektrisola, Westports, Safeguards, Spansion, Telekom, Universiti Tenaga Nasional, Philip Morris, Pioneer, Hertz, Finisar, Celestica, Scope, SCICOM Academy, Tanjong PLC, eHomemakers (Non-Governmental Organization), Malaysia Airports (Niaga) Sdn Bhd, Ford, Mazda, Sanyo Sdn Bhd, Ferringhi Beach Hotel, etc.

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COURSE OUTLINE

0900 INTRODUCTION AND BRIEFING

- Ice breaker
- Program modules
- Online guidelines

0915 FUNDAMENTALS OF EFFECTIVE WRITING SKILLS

- AUDIENCE: who are they and what do they want to know?
- OBJECTIVES: identify key messages and what do you want the outcome to be?
- PLANNING: decide what to say, in what order and what to leave out
- STRUCTURE: introduction, body and closing
- TONE: formality and friendliness, courteous, natural and sincere
- STYLE: KISS principle

1000 LATEST TREND IN BUSINESS WRITING

- Open punctuation, margin
- KISS - Keep it Short and Simple concept
- New expressions

1030 Morning Coffee

1045 PARTS EMAIL: FORMAT

- To, cc, bcc
- Subject
- Salutation
- Complimentary close
- Name of sender and designation
- Enclosures

1145 FOUR POINTS STRUCTURE & PHRASES TO USE

- Introduction
- Details
- Action/Response
- Close

1300 Lunch

1400 COMMUNICATE WITH RIGHT LANGUAGE

- Old Fashion Expressions – phrases to avoid
- Useful Expressions – phrases to use
- Active vs Passive voice
- Positive tone and words

1500 PROOFREAD AND EDIT

- Choice of words
- Sentence structure
- Grammar
- Punctuation

1530 Afternoon Tea

1545 WRITING AN EFFECTIVE EMAIL: ACTIVITIES

- Identify key messages and respond accordingly
- Provide/Request Information
- Provide/Request Decision
- Provide/Request Action

1700 End of Course

REGISTRATION FORM

GET THAT MESSAGE ACROSS!

The Latest & Essentials of Email Writing

HRD CORP CLAIMABLE COURSE: TRAINING PROGRAMME NO: 10001309887

COMPANY NAME

COMPANY ADDRESS

NATURE OF BUSINESS

MEMBER OF HRD CORP?

☐ YES

☐ NO

COMPANY SIZE

☐ 1-29

☐ 30-69

☐ 70-99

☐ 100-149

☐ 150-199

☐ 200+

CONTACT PERSON

TEL

MOBILE

EMAIL

APPROVING MANAGER NAME

TEL

MOBILE

EMAIL

DELEGATE 1 FULL NAME

POSITION

TEL

MOBILE

EMAIL

DELEGATE 2 FULL NAME

POSITION

TEL

MOBILE

EMAIL

DELEGATE 3 FULL NAME

POSITION

TEL

MOBILE

EMAIL

DELEGATE 4 FULL NAME

POSITION

TEL

MOBILE

EMAIL

DELEGATE 5 FULL NAME

POSITION

TEL

MOBILE

EMAIL

COURSE FEES

The fee per person is RM700.

The full fee is required with your registration. The fee includes, softcopy of course notes and e-certificate of completion.

TERMS & CONDITIONS

1. Registration & Fees Policy.

Registration is confirmed once registration form is received via email. All Payments /Undertaking Letters / Local Order (LO) / Letter of Approval must be made available and presented prior to the course.

2. Cancellation Policy

Any cancellation must be received in writing within 7 working days prior to the course else full payment will be imposed. Any no-show by registered delegates will be liable for full payment of the course fees.

3. Disclaimer & Program Changes Policy

Trainmode Sdn Bhd reserves the right to amend or cancel the course due to circumstances beyond its control. We reserved the right to modify the advertised topics or course timing whenever necessary.

PAYMENT TRANSFER BANK DETAILS

Account name

TRAINMODE SDN BHD

Account number

14100015214

Bank Name

Hong Leong Bank Berhad

CONTACT US

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OUR LOCATIONS

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PENANG

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14000 Bukit Mertajam, Penang

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