



Business English: Writing and Communication Skills for the Workplace

TRAINING OVERVIEW

English is a second language in Malaysia and is known as 'Lingua Franca'. Therefore, every staff needs to be fluent in listening, reading, writing, and speaking English. These four categories can broaden and improve the efficiency of companies' internal interactions and external growth.

The language that we speak varies from the language contained in our correspondences because when we speak, it happens spontaneously while when we write, we have the luxury of editing our document. Writing becomes more critical when the document not only represents the writer, it is a portrayal of the establishment of an organisation.

The choice of words used, context and tone which make-up the essence of the document will invariably represent the organisation. Knowing how to fashion an interesting and intelligent sentence is essential to communicating effectively, winning business, and setting yourself apart.

This self-paced online learning is designed to teach you to communicate effectively in English in professional contexts. You will expand your English vocabulary, improve your ability to write and speak in English in both social and professional interactions, and learn terminology and skills that you can apply to business negotiations, telephone conversations, and professional presentations. This online learning also will provides you the essential information and practices in identifying your English level; at the same time to progress further.

LEARNING OUTCOME:

At the end of the sessions, participants will be able to get exposure and practice Basic English to improve their English proficiency in the workplace, based on standards used in Thoughts.Co, Englisheverywhere, TESOL/TEFL, *The Business Writing COACH* by Patrick Forsyth, and one of the English Language centers in Malaysia.

Upon completion, participants will be able to:

- Converse with customers, clients, and co-workers in English fluently
- Use a vast range of vocabulary
- Understand the basic grammatical rules
- To pronounce correctly and accurately
- To be able to express your messages and communicate in English clearly and concisely
- Write clear and concise e-mails, memos, letters, and meeting minutes.
- To write with clarity and conciseness
- To convey messages clearly and effectively
- To construct sentences that are clear, well-structured, concise and to-the-point, apply directly the concepts and skills learnt in everyday work tasks

KEY CONTENTS

Introduction and Importance of Business English

- Create awareness of the importance of the English language.
- Recognize your English ability through a self-evaluation quiz.
- Practice your listening skill with the example of telephone calls, meetings, and interviews.
- Learn the methods of answering calls properly.
- Discover vocabulary and skills related to participating in meetings. You will learn terms and phrases used both in email and in speaking to arrange, participate in, and conclude meetings. This will enable you to participate effectively in on-site meetings and teleconferences and to prepare you to write a proposal as an outcome of a meeting.
- Exposure on preparing before an interview, what to do during the interview, and what can be done after the interview.

Art of Business Storytelling

- Learn about the science behind storytelling and the types of stories used for business purposes.
- Practice delivering the story, answering questions, and getting feedbacks for growth purposes.

Impactful presentation

- Discover techniques that will help you make effective presentations in English
- Choosing the right medium of presentation for the right audience.
- Steps to be taken before, during, and after a presentation.
- Present information in an organized and engaging way
- Explore the key points to impact in the first 3 minutes.
- To present and speak with confidence and make an impact

Introduction for Business Writing

- Learning about constructing topic sentences.
- Crack the basic singular and plural rules and practices.
- Learn the basic tenses; past, present, and future tense.

Basic grammar

- Exposure and practices on the phrasal verb and conjunctions for more professional write ups.
- Learn prepositions, adverb, pronouns, and adjectives to construct various type to sentences to suit each situation.
- Master the techniques to structure questions to get the right answers
- Make your sentences easy to understand by using proper punctuation

Types of Business Writing – Emails, memos, letters & meeting minutes

- Get to know the 4 categories of business writing and identify the differences.
- Learn the appropriate formats and sentences suitable for each type of writing
- Learn some basic email etiquette that should be applied to every email that you write
- Learn how to put together an effective business email
- Learn what should each part of the email/ memos/ letters/ meeting minutes contain
- Recognize and produce formal and informal language in your writing



Continuation of Business Writing – Sales emails, press release & dismissal notice

- Get to know the appropriate formats of writing sales email, press release and dismissal notice.

Self-evaluation

- Self-assess your progress through quiz.

AUDIENCE

All levels of employees, executives and managers

METHODOLOGY

Self-Paced e-Learning (Online TALENT LMS) - Audio, video, reading material, YouTube video and worksheets.

