

WINNING CUSTOMERS THROUGH WRITING



In writing emails and reports, many of us make simple mistakes that can diminish the confidence of our customers and superiors. Many individuals fear that their writing skills undermine the effectiveness of their communication. Mistakes in writing are embarrassing and can be costly. This programme is designed to plug these gaps. It equips professionals with the bare bones of the English language in a fun and non-judgemental environment.

Through the programme, participants will learn the core principles of business writing. Acquire professional and effective communication skills by paying special attention to the purpose of writing, intended audience, choice of words, and sentence structure. By the end of the programme, participants will write with clarity, poise, and confidence. The English language need not be your handicap any longer.

LEARNING OUTCOMES

- Learn and practise formal business writing, structure, and tone.
- Develop a clear, concise, and impactful writing style.
- Correct the common mistakes made and the "Dos" and "Don'ts".
- Receive immediate feedback on your writing through hands-on sessions.



PROGRAMME HIGHLIGHTS

- **Writing 101**
- **Review of Structure**
- **Intricacies of Grammar**
- **Tone of Message**
- **Exercise for the Hands**



METHODOLOGY

- Group Discussions & Reflection
- Interactive Learning
- Hands-on Application



TARGET AUDIENCE

Anyone who wishes to acquire business writing skills



DURATION

2 Days

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