

Annex 1

Power Writing Skills for Executives & Managers

Training Objectives

A company's dependability and professionalism is often assessed from its written communication. Therefore, it is essential that anyone who is required to communicate in writing or handle written documents be trained to deal systematically with the written word.

At the end of this workshop, participants will be able to:

- Plan and organise their document
- Express ideas to suit the audience and purpose
- Use specific tools as guidelines for writing
- Identify and avoid the common errors in writing
- Apply the principles in writing business correspondence

Who Should Attend

Managers, executives and professionals who need to develop the skills of writing good business letters, e-mails, memos, reports and proposals as well as those who have to vet their subordinates' writing.

Training Details

Training Provider: Management Development Institute of Singapore (MDIS)

Trainer: Ms Mae Wong

Location: MDIS Dhoby Ghaut 20 Orchard Road Singapore 238830

Dates: 2, 4 and 6 February 2010

Fees: \$230 (after 40% subsidy from CCF)

Duration: Weekdays – 6.30 pm to 9.30 pm

Saturday – 9.00 am to 5.00 pm

Closing date of registration: **31 December 2009**

** If you have any enquiry, kindly contact Alex at Tel: 6259 0077 ext 126 or Email: alexquek@sncf.org.sg.

Training Outline

The Process of composition: Planning & Organisation

- Principles of effective writing
- The POWER© tools of writing
- How to plan your writing
- Assessing the writing situation
- Reader analysis
- Identifying the purpose for writing
- Deciding on the tone of voice
- Deciding how to end
- Inductive & deductive approaches
- Ascending & descending outlines
- Planning & organising reports
- Writing from an outline
- Writing the first draft

The Writing process: Writing emails, letters, faxes, memos

- Clarity in thought and writing
- Parallel structures
- Jargon
- Mistakes in usage
- Using appropriate phrases
- Using the right words: concrete, precise, simple
- How to make the tone of writing work for you
- Positive and negative writing
- Active & passive voice
- Avoiding ambiguity
- Email etiquette
- Using contractions and abbreviations

A Review of grammatical principles

- Grammar for professional writing
- Coming to grips with the parts of speech