

Two Dynamic and Practical Workshops to Hone up your  
Business Communication Skills, Both Written and Verbal ...

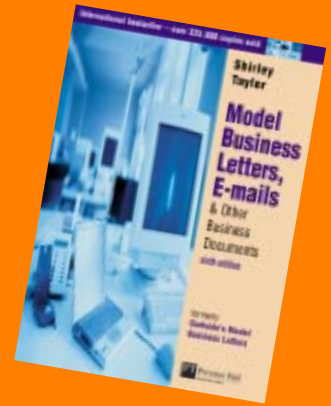
WORKSHOP A



## STRENGTHEN YOUR BUSINESS WRITING SKILLS

9 October 2003, Grand Hyatt Erawan Bangkok, Thailand  
13 October 2003, Sheraton Imperial Kuala Lumpur, Malaysia

with **Shirley Taylor**  
Author of International Best-Seller  
*"Model Business Letters"*



## SPEAK TO WIN

How to Influence and Persuade Others to Your Thinking

10 October 2003, Grand Hyatt Erawan Bangkok, Thailand  
14 October 2003, Sheraton Imperial Kuala Lumpur, Malaysia

with **Ricky Lien**  
Managing Director, MindSet Media Pty Ltd

WORKSHOP B



Organised by:

**PARTNERS**

# STRENGTHEN YOUR BUSINESS WRITING SKILLS

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WORKSHOP A

One of the biggest challenges in business has always been to communicate effectively, especially in writing. This has become even more crucial in today's fast-paced e-world. In this practical one-day workshop, you will learn simple techniques that will help you to become a better business writer. Using these guidelines, you will learn a set of skills that will be useful to you every day for the rest of your life.

You will learn how to use modern 21<sup>st</sup> Century terminology in your messages instead of lots of old-fashioned jargon devised by our great-grandfathers that somehow still seems to persist in today's business writing. You will agree that the only place for boring, standard clichés is in the 'recycle bin'.

The skills to write effectively will be yours in this popular workshop. You will acquire the basics of organising your words and thoughts on paper, structuring your messages logically, presenting your documents attractively, and improving the format, style, language and tone of all your written communications.

Strengthen your writing skills today with this entertaining and informative programme!

## Programme Objectives

1. Appreciate the main problems in today's business writing
2. Identify old-fashioned jargon and standard overused clichés
3. Use modern business language
4. Apply the main rules of good business writing
5. Structure documents logically using a 4 point plan
6. Know common layouts for letters, memos and fax messages
7. Enhance your e-mail communication skills
8. Compose effective letters, memos, faxes, messages and e-mails

9. Analyse real business documents to improve format, style, language and tone
10. Ensure your writing is read, understood, remembered, and gets results

## Who Should Attend

Executives, Managers, Administrators, Co-ordinators, Secretaries, any professionals who want to write better business correspondence.

## Methodology

Presentations, Q&A, quizzes, games, individual exercises and group work.

Participants may win a copy of one of Shirley's best-selling books in a fun game run throughout the programme!



## Programme Highlights

### 1. Introduction to Business Writing

- Common problems in today's business writing
- Business writing yesterday and today
- A simple quiz to find out what you know about business writing
- The 3 R's of reader-friendly writing
- The importance of writing as you speak

### 2. Rules of Good Writing

- Rules of good writing
- Use modern terminology
- Come straight to the point
- Remember the KISS principle
- Compose CLEAR messages
- If you wouldn't say it, don't write it

### 3. Structuring your Messages

- Planning and structuring your communications
- A 4 point plan for structuring all your messages
- Standardising layout and spacing
- Fully-blocked style with open punctuation
- What's wrong and what's right?

### 4. Turn on the Style

- Polish up your professionalism
- Passive vs active voice
- Touch up your tone
- Polish up your professionalism
- Be specific, be proactive, be positive

### 5. E-mail at Work

- Top 10 complaints about e-mail in practice
- E-mail do's and don'ts - Online Netiquette
- Electronic style - looking good online
- How to enhance online communications and enhance productivity
- Using e-mail to improve relationships with customers and co-workers

### 6. Document Formats

- Business letters
- Fax messages
- Memos
- E-mails

You will learn to analyse realistic business documents to improve format/ style/ language/ tone and draft correspondence and replies to correspondence.

## Your Workshop Leader



**S**hirley Taylor is a trained teacher from the UK. She took up her first teaching post in Singapore in 1983, where she spent several years as Training Consultant and Lecturer teaching on secretarial and business studies courses. She has also been Head of Department and Senior Lecturer in Bahrain, Arabian Gulf, as well as in the UK and Canada.

Shirley is an accomplished author of several successful books on business communication, including *Essential Communication Skills*, *Communication for Business*, *Pocket Business Communicator* and *Guide to Effective E-mail*, as well as the international best-seller *Model Business Letters*.

Shirley has become a leading authority in modern business writing. She travels widely conducting her popular training seminars and workshops, and she is also regularly asked to speak at international conferences.

## Testimonials

*"This is a lively, interesting programme. I really learned a lot from Shirley. She is a very good and professional trainer, very lively and humorous. The class is very participative and I believe all of us enjoyed it very much. This is the first time I felt very interested attending a course."*

– Lorene Yeo, Administrator cum Personal Assistant. Emerging Markets Partnership, Singapore

*"Everything was good. Shirley is a very experienced and friendly trainer. She makes you feel that she's teaching you personally, one-to-one."*

– Mariati Bte Abdul Latiff, Higher International Programme Officer, Civil Aviation Authority of Singapore

*"Very useful, very enhancing, up to my expectation. The info delivered was accurate. Experience from the speaker was very enjoyable and important. Very, very interesting!"*

– Azwa Bt Md Taib, Secretary to CEO/Rector, University Teknologi Petronas

*"Not many trainers can be at the same time clear, knowledgeable, exciting, funny and entertaining. Shirley has shown this is possible."*

- Dr Chris Cheah, Ministry of Health, Singapore

*"There was a lot of energy in the trainer which made the subject very interesting. Interaction between the trainer and the participants was just about right."*

- Melvin Wong, Head Public Affairs Branch, Prisons Department, Singapore

# SPEAK TO WIN

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WORKSHOP B

### Are good communicators born or are they made?

Speak To Win is a communications programme that teaches you how to persuade others. Become a persuasive speaker by using a set of simple, time proven and useful structures that masterful speakers use to persuade and influence others towards taking action.

We live in a world where there is too much information and too little time to make sense of it. There is never enough time to coolly analyse all the information which can affect our decisions we make. This is why we need a simple system for organising, analysing and thinking about what we truly want to say.

When we interact in our busy world, we need to condense a mass of information into its essential elements and then create a cohesive and persuasive argument to put forward to others. We need structure, a framework, or way of thinking about information before we speak to others. In short, we need to WOW our listeners and to get them to consider our propositions seriously.

These skills and techniques have been tested and proven all over the world by professional speakers. Learn how to get your message across with impact. If you are in the business of influence and persuasion or need to present mission-critical business presentations, come and learn how to ensure success in your speaking and presenting moments.

Unleash your speaking power with this entertaining and practical programme!

### Programme Objectives

1. Persuade different personalities
2. Use logical structure to save time and to organise your material quickly into a persuasive argument
3. Present ideas in a tightly argued logical framework
4. Use the five senses to influence others towards our thinking
5. Use of metaphorical and analogical structure to persuade
6. Be dynamic with content
7. Illustrate your point by using body language and voice to move others
8. Create persuasive conceptual frameworks to present to others
9. Move your listeners to take action
10. Use a four-step model to create meaningful dialogue to get to "YES" every time

## Who Should Attend

Executives, Managers, Team Leaders, Administrators, Co-ordinators, Secretaries, Sales professionals and other professionals who need to persuade others with impact action.

## Methodology

Presentations, Q&A, quizzes, individual experiential exercises and small group work. The pace is fast, fun, and guaranteed to involve YOU in every sense of the word!

## Programme Outline

### 1. Why Speak to Win is Important

- Common problems in interpersonal communication
- "Sticks and stones will hurt my back, but words will not".
- Why are speakers boring?
- The one most important thing listeners want to know
- Speak to the point, involve others

### 2. Speak with Structure

- Use simple structures for clarity and punch
- Move your audience with rhythm
- Use stories to make your point
- Paint your ideas with colour – use analogy and metaphor
- Speak with impact – use of body, voice and packaging

### 3. Different Strokes for Different Folks

- Everybody's different?
- Appeal to different personalities
- What's in it for them?
- A dynamic four part model to use in speaking
- How we think and how we feel – moving people to decision

### 4. Turn on the Style

- It's not just the words you use
- What you say and how you say it?
- Use enthusiasm to fire up your speech

- Logic and emotion – will the twain meet?
- Get to the point, be dramatic

### 5. Be Special – How to Win Friends and Influence People

- Our basic needs
- How to give feedback?
- Give support to others - PRAISE
- Say what you want to say

### 6. Take the Next Steps

- Your next steps
- Daily practice
- Your goals and vision
- Your action plan for improvement

The day is full of exercises to improve your communication dynamics with others. Learn techniques to speak with impact and dramatically influence others.

## Your Workshop Leader



**R**icky Lien is Managing Director of Mindset Media, a Sydney-based company specialising in change, sales training, and communication. He is a change master, moving groups from a stuck state to an ideal state where they want to be. His high-level training skills help individuals and teams to achieve outstanding performance and productivity. His experience spans across consumer products, computer sales, account management, restaurant and catering, general management, quality management systems, and ISO 9000 auditing. He was a champion sales producer with NEC Computers and Communications, being in the top echelon of sales, winning the prestigious "Shogun" Annual Sales Award three years in a row. He has been featured on radio and television as an expert in his field.

Ricky's delivery skills, warmth and enthusiasm make him an acclaimed and highly-rated speaker and educator. He has qualifications in Workplace Assessment

and Training, Food Science, and Quality Management. His major interests include developmental psychology, human behaviour, and emotional competence.

## Testimonials

*"You are a wonderful presenter. Thank you for imparting your knowledge to us."*  
- Development Bank of Singapore

*"Ricky, keep it up! Thanks for your most interesting lessons."*  
- Ministry of Education

*"Ricky - excellent presenter, skills and personality. Managed time very well, kept to schedule, smooth transitions. Good humour."*  
- Civil Aviation Authority of Singapore

*"Ricky, you are a masterful trainer!"*  
- Hewlett-Packard

## Registration Form

### Registration for Thailand's Workshops

(Closing Date of Registration - 15 September 2003)

Workshop A: Strengthen your Business Writing Skills S\$450 Nett

Workshop B: Speak to Win S\$450 Nett

Workshop A and Workshop B S\$875 Nett

To register, contact:

Partners Conference & Event Management Pte Ltd at:

Tel: 65-6786 7363

Fax: 65-6786 3282

Email: enquiries@partners-conference.com

### Registration for Malaysia's Workshops

(Closing Date of Registration - 21 September 2003)

Workshop A: Strengthen your Business Writing Skills RM950 Nett

Workshop B: Speak to Win RM950 Nett

Workshop A and Workshop B RM1,850 Nett

To register, contact:

Partners Conferences Sdn Bhd at:

Tel: 603-2169 6296

Fax: 603-2169 6168

Email: enquiries@partners-conference.com

(Team discount is available for a team of 3 or more delegates.)

YES! Please register me / us:

Name of Delegates	Designation	Email
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

### Approving Manager

Name: \_\_\_\_\_ Designation: \_\_\_\_\_ Email: \_\_\_\_\_

Organisation: \_\_\_\_\_ Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

### Methods of Payment

#### For Thailand's Workshops

##### Bank Transfer

Account Name: Partners Conference & Event Management Pte Ltd

Account Number: 501-584692-001 (Bank Code: 7339)

Pay to: OCBC Bank (SWIFT Code: OCBCSGSG)

Branch: OCBC Centre

##### Cheque

Please make your crossed cheque payable to

"Partners Conference & Event Management Pte Ltd"

Kindly mail your cheque and registration form to:

Partners Conference & Event Management Pte Ltd

2 Flora Drive, #08-36, Singapore 507025

#### For Malaysia's Workshops

##### Bank Transfer

Account Name: Partners Conferences Sdn. Bhd.

Account Number: 214-231-000-11-851

Pay to: RHB Bank Berhad

Address: Plaza OSK, Jalan Ampang, Kuala Lumpur, Malaysia

##### Cheque

Please make your crossed cheque payable to

"Partners Conferences Sdn. Bhd."

Kindly mail your cheque and registration form to:

Partners Conferences Sdn. Bhd. (Reg. No. 549988-H)

Level 36, Menara Citibank, 165 Jalan Ampang,

50450 Kuala Lumpur, Malaysia