

# BUSINESS WRITING : EMAILS, OFFICIAL LETTERS, MEMOS AND MINUTES

**8 - 9 DEC 2022**  
**• 9AM - 5PM •**

This 2-day expanded course is targeted at executives and managers who need to master the skill of writing effective emails, letters, minutes and memos. Participants will be brought through the writing process, working down to the nuts and bolts of grammar, approach and direct speech. They will create their own templates for official letters and emails, and design minutes, and learn the skills of team writing and pitching.

## **LEARNING OUTCOMES**

- Understand what constitute excellent effective business writing
- How to plan well - the planning process
- How to write well - pointers to note during the execution phase
- How to team write and proof read

To register, please submit the training requisition form (TRF) to  
[khairulizzuddin@ucsigroup.com.my](mailto:khairulizzuddin@ucsigroup.com.my) or you may contact  
Khairul at Ext 2421

## COURSE OUTLINE

### MODULE 1

- What Makes the Writing Professional
- Sentence Structure- Grammar Sensitive
- Paragraphing

### MODULE 2

- Audience Analysis
- Reader Perspectives
- Information visibility

### Module 3

- Templates for Emails and Official Letters
- The Subject Line Grabber
- Active and Passive Voice

### MODULE 4

- Minute Writing – Design and Delivery
- Short and Long Memos
- The Fog Index

### MODULE 5

- Information Mapping
- Content for Emails
- Tone and Register

### MODULE 6

- Proof Reading and Editing
- Consistency and Conciseness
- Titling and Numbering

## A BIT ABOUT ME

### JENNIFER RAMANAIR

A corporate professional with over 26 years of experience in a renowned and dynamic automotive company. The opportunity for growth with the company gave her a vast exposure in demonstrating her work ability as well as career advancements within the organization especially in the Sales Division, from a secretary to manager to trainer. Highly experienced in a fast paced work environment, managing various projects, change orientation and organizing sales events and campaigns, Jennifer is results oriented, self driven, reliable team manager, highly organized with the ability to communicate effectively and efficiently across the various departments within the organization, company associates overseas and its network of Dealers.

She is a results-driven individual with strong interpersonal skills who sets and achieves challenging goals whilst demonstrating persistence and commitment through her work. With her excellent communication, presentation and engagement skills – both spoken and written, she is able to engage, educate and develop people from all walks of life. The effectiveness of her coaching, learning and development initiatives have been measured at all levels of the organization to ensure transfer of learning to the workplace. She aspires to share her knowledge and be able to contribute to the growth of any organization and its workforce when the need arises.

