



Professional Business Writing & Communication Workshop (HRD Corp Programme Number : 10001629848)

COURSE MODULES

- Foundational Principles of Professional Business Communication
- The 3-Stage Writing Cycle and Strategic Writing Styles
- Crafting Effective Short Business Documents
- Mastering Professional Email Etiquette and Communication
- Selecting the Right Media
- Structuring Documents and Guiding Readers with Visual Design
- Effective Use of Digital Messenger Tools
- Practical Application



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Master the essentials of effective written business communication with this comprehensive 2-day workshop. In today's digital workplace,

clear, concise, and professional written communication—including emails, professional letters, and memos—is crucial for organizational effectiveness. This programme provides staff and managers with practical skills and core principles to craft compelling, goal-oriented business documents that resonate with their readers

WHO SHOULD ATTEND?

Business Executives and Managers

LEARNING OBJECTIVES

- 1) Analyze Reader Requirements to tailor and maximize the impact of your professional business writing.
- 2) Master the Core Elements and 3-Stage Cycle of effective business document writing
- 3) Apply core writing principles to create high-impact, clear, and concise written communications for various business scenarios

TRAINER PROFILE : Sivalingam A/L Ganasalingam

Qualifications:- Bachelor of Engineering (Chemical) Honours (UM), Learning Game Design (NASAGA)), HRD Corp Accredited Trainer

EXPERIENCE

G.Sivalingam is a leading trainer and consultant in the fields of written and spoken communications, especially high level presentations, such as reports. His focus is on helping writers and speakers to understanding their target readers, and craft the report or communication to get the key message across, in a way that the readers can understand, especially when complex or sophisticated information is involved. He is particularly skilled in helping professionals, who have very specialized skills, to make a strong impact on readers and listeners, including those who may have little or no knowledge of the field, and yet need to take action, based on the information provided. His participants include those from IBM, J & J, X-Fab Semiconductor, Motorola Solutions, and Freescale Semiconductor.

His writing credentials are substantial and varied, among them being a columnist for Men's Review magazine and PC Magazine Malaysia. He is particularly experienced in converting complex material into clear, easily understandable words, a skill he sharpened in his many years working at large corporations such as Ericsson, Qiva and Dataprep. Along the way he has authored business operations manuals, quick reference cards for internal procurement systems and procedures for healthcare staff using SAP systems, as well as coordinate User Acceptance and develop user guides for a customized merchant banking solution for Aseambankers.

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REGISTRATION FORM (HRD Corp CLAIMABLE)
Professional Business Writing & Communication
Workshop (HRD Corp Programme Number : 10001629848)

PARTICIPANTS' DETAILS

Participant 1 Full name and I/C



Designation Contact Number

Email Address

Participant 2 Full name and I/C

Designation Contact Number

Email Address

Participant 3 Full name and I/C

Designation Contact Number

Email Address

ORGANISATION DETAILS

Organisation :

Contact Person : Mobile Number:

Address :

Email : Fax :

PAYMENT DETAILS : Cheque / Direct Credit

Bank & Cheque No.

Amount :

Please make payment to :

WANFAH PROSPER PLT

ACCOUNTS NUMBER : 3812930508

BANK : Public Islamic Bank Berhad

FEE PAYABLE PER PARTICIPANT for :

Normal Price : RM2,518

Early Bird (15 days before event) : RM2,298

Group Fee (>2 participants) : RM2,078

Claiming HRDF Levy? YES / NO



Date and Venue :

(Pls check our website <https://wanfahprosper.com/latest-events/>)

Contact : Cik Nor / Puan Nasifah / Mr. Tan

Tel : +60351663399

WhatsApp : +601159403399

Email : sales@wanfahprosper.com

CANCELLATION / TRANSFER

Upon registering, participant(s) are considered successfully enrolled in the event. Written cancellations / transfer notice (substitution or to later dates) received :

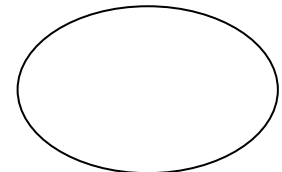
- More than ten (10) working days before the event, a refund (less administrative charge of 15%) will be made.
- Ten (10) working days or less before the event, no refund will be made.
- For no show on the day of the event, full payment is required. If you cannot attend the event, you can nominate a substitute at any time without payment of an administration fee.
- A full (100%) refund may be granted if the course is cancelled by Wanfah Prosper PLT (WFP). WFP reserves the right to postpone or cancel the event and / or change facilitator at any time should circumstances beyond its control arises. WFP also reserve the right to make alternative arrangements without prior notice should it be necessary to do so.

DATA PROTECTION

Personal Data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709)

DISCLAIMER

Upon signing this registration form, you are deemed to have read and accepted the terms and conditions herein.



Authorise Signatory

Organisation stamp