



BUSINESS WRITING

Struggling with disorganized thoughts in writing emails or letters? Frustrated by grammar mistakes? Unsure of the right tone for your audience?

If this is you, SIGN-UP NOW!



DATE: 19 - 20 AUGUST 2024
TIME: 9.00AM - 5.00PM
ONLINE

WHO SHOULD ATTEND:

Professionals from various industries including business professionals, entrepreneurs, and employees who seek to improve their written communication skills.

OBJECTIVES :

1. Learn techniques and tools to organize their thoughts effectively, creating clear and structured written content.
2. Understand grammar to eliminate common mistakes in their writing.
3. Explore the nuances of tone and punctuation.
4. Learn strategies to maintain reader interest and engagement.
5. Craft reader-centric documents and achieve communication goals.



INVESTMENT:

NORMAL : RM1400.00

EARLY BIRD: RM1280.00 (BEFORE 29 JULY 2024)

GROUP REGISTRATION:

2 PAX : DISCOUNT 10 %

3 PAX: DISCOUNT 15 %

4 PAX AND ABOVE, DISCOUNT 20 %



COURSE OUTLINE

DAY 1

9:00 - 9:30am Introduction/ Ice Breaker / Pre-test

9.30 – 10.30am **MODULE 1 - ORGANIZING YOUR THOUGHT**
Participants will explore the process to organize their thoughts, by planning and structuring the written content. Additionally, they will understand the significance of establishing a clear purpose and main message in the writing.

10.30 - 10:45am Break

10:45 – 1.00pm **MODULE 2: UNDERSTANDING GRAMMAR**
Participants will dive into the essential elements of grammar. Topics covered will include parts of speech, verb tenses, subject-verb agreement. The module will also address common errors and ensuring that the writing is grammatically correct.

1.00- 2.00pm Lunch Break

2:00 – 3.30pm **MODULE 3: TONE AND PUNCTUATION**
Participants will learn tone and punctuation and write to convey the intended meaning and maintain a professional tone.

3.30-3.45pm Break

3.35-4.45pm **ACTIVITY: WRITING PRACTICE**

4.45 – 5.00pm Review

DAY 2

9:00 - 9:15am Recap Day 1

9.15 – 10.30am **MODULE 5 – SENTENCE STRUCTURE**
Participants will learn varying sentence structures, such as using different sentence types (simple, compound, complex) and sentence patterns, to maintain reader interest and engagement.

10.30 - 10:45am Break

10:45 – 12.30pm **MODULE 6: QUALITIES OF GOOD BUSINESS WRITING**
This module will focus on 5Cs, which are the essential qualities of good business writing.

12.30- 2.00pm Break

2:00 – 3.30pm **ACTIVITY: WRITING PRACTICE**

3.30-3.45pm Break

3.45 – 4.30pm Review & Post-test

4.30 – 5.00pm Closing

TRAINER PROFILE

SHARIFAH SALWA ABDUL KARIM

Sharifah Salwa a professional learning facilitator and she is a firm believer in the significance of continuous learning for personal and professional growth, as well as maintaining a competitive edge. With her extensive experience, Sharifah Salwa specializes in facilitating various programs, including English Communication, Leadership, Problem-Solving and Decision-Making, NLP-based Learning, Colored Brain communication and Entrepreneurship. Her expertise spans both corporate organizations and educational institutions.

Sharifah Salwa is actively involved in conducting impactful learning programs. Her clientele comprises government agencies, schools, and private institutions, where she has made significant contributions to the development of individuals and organizations alike.

QUALIFICATIONS AND CERTIFICATIONS

- BSc in Electrical Engineering (University of Portland, USA)
- Master in Business Administration (Universiti Utara Malaysia, Malaysia)
- Teach English for Speakers of Other Language (TESOL) from ASM Learning in affiliation with London Teacher's College, UK (ongoing)
- Certificate in Training, HRDF (TTT/7629) Malaysia
- HRDCorp Accredited Trainer 2022 – 2025
- Accredited Professional Learning Facilitator (Mastery), Take Charge
- Basic Practitioner of Spiritual Neurolinguistic Programming, from National Federation of Neurolinguistic Programming, USA
- LEAP Facilitator - Leading for Excellence, Action & Performance, EnSync, Malaysia
- SPEED Facilitator - Solving Problems Efficiently, Effectively & Decisively, EnSync, Malaysia
- International NLP Practitioner from Real NLP India
- NLP Coaching, Big H Hypnosis and New Code NLP from Real NLP India
- Colored Brain Trainer Certification from Culture Dynamics DCI (Malaysia) Sdn Bhd
- Coaching Certification from Badan Nasional Sertifikasi Profesi, Indonesia.

REGISTRATION FORM

BUSINESS WRITING

19 - 20 AUGUST 2024

ONLINE

BILLING DETAIL:

Organization:		Contact Person:	
Office No:		Designation:	
Address:		Email:	
		Mobile No:	

ATTENDEES DETAIL:

NO	NAME OF ATTENDEES	DESIGNATION	EMAIL	MOBILE NO	LEARNITY ID
1					
2					
3					
4					
5					

Attendees are entitled for a cash rebate for subsequent courses with Infunity Learning.

Terms and Conditions apply

METHOD OF PAYMENT

- HRDC LEVI
- LOCAL ORDER (LO)
- ONLINE PAYMENT

Payable to "INFUNITY LEARNING (MBB: 5510 8935 1619)

*Please email slip to infunitylearning@gmail.com

TERMS AND CONDITIONS:

Please notify the Course Organiser 5 days in advance if you intend to send a replacement.

If the organization or individual plans to send a replacement attendee in his or her place, please inform Course Organiser five days before the event.

If an organization or individual fails to inform the Course Organiser of his or her inability to attend the course within fourteen (14) days before the course date, no refunds will be provided, regardless of whether full or partial payment has been made.

REGISTER ONLINE HERE:



Hana | 012-2955759 | 016 - 541 5759

INFUNITY LEARNING
Jalan Sialang, Tangkak, Johor

<https://forms.gle/G9x4UeCanJ9dmosf9>