

Tactical Business Writing



Manage business relationships and protect your company reputation through better writing skills. Learn how to write tactically -- not just to achieve short term goals but to avoid future pitfalls. Understand the rules behind clear, precise and safe writing. Write in a way that is positively accepted by your reader.

CONTENT OUTLINE:

Defining the purpose of your communication

Structuring your thoughts

Language patterns for clear and precise writing

Language for issue and crisis management

Words and phrases to support your purpose

Essential safety rules in the digital age

Checklist:

1. Have you got your points across?
2. Have you protected your company's reputation?
3. Does your language support the purpose of your communication?
4. Right person? Right sign-offs? Right time?

Who should attend:

This course will suit any PMET who wishes to improve their tactical writing skills. PMETs involved in Customer Service, Public Relations and Human Resources will particularly benefit from this workshop. Others who will find this workshop relevant are HODs who prefer to write personally to their teams and secretaries that support the written communication of HODs.

DURATION:

2 days (daily 4 hours + optional 3 hours of self practice exercises to continue on location or to take away)

FEES:

SGD660 per person;
a 10% discount applies for bookings made at least 30 days in advance and corporate bookings.

OTHER INFORMATION:

We practise a maximum student to teacher ratio of 1:6 as writing requires personalised guidance. When classes exceed six people, you will be offered the option of attending a class on another day.



YAP Miow Sen

Communication Professional

Miow Sen has served as a communication advisor for senior executives from the Asia-Pacific region and beyond. Stints at GE, Barclays and AMCHAM followed from a career in the newsroom of a Malaysian TV station, where she worked on international and business projects for prime time news.

In a career spanning more than 15 years, Miow Sen has built-up detailed knowledge on how to craft and deliver messages to different audience segments. She has coached executives to be thought leaders at public events such as conferences, dinners and signing ceremonies.

Miow Sen has also prepped executives for press conferences and media interviews, and coached tertiary students and executives in writing, public presentation, inter-personal communication and inter-cultural understanding.

During tough economic times, Miow Sen managed communication strategies and messages for restructuring exercises – for internal as well as external audiences. She has managed crisis communication for once-off as well as protracted issues.

Today, Miow Sen is a communication and language coach based in Singapore. She helps executives as well as young adults raise the standard of their inter-personal and business communication. In her free time, Miow Sen volunteers at local schools, helping children acquire skills to develop a more balanced view of life.

Areas of specialisation:

- Crisis communications
- Employee engagement
- Executive presence
- Media skills
- Marketing communications
- Public relations
- Public presentations
- Writing

Relevant qualifications:

- CELTA (Certificate in Teaching English to Speakers of Other Languages)
- Licensed NLP Practitioner
- Certificate in Investor Relations
- BSc ECONS (London School of Economics)