

**Date: 25th and 26th February 2010 / Venue : Swiss Garden Hotel, K. Lumpur**

## Introduction:

### BUSINESS COMMUNICATION IN ENGLISH FOR PROFESSIONALS

Communication is a complex process that continually occurs in all levels in every organization. The ability to communicate is the key vital factor that binds people together. To **present**, to **speak**, to **listen**, to provide proper **feedback**, and to **encode a response** are essential for all of us to succeed and even to survive. As the world becomes increasingly dependent on what others do and how they do, it affects every one of us, the need to **communicate effectively** and **professionally** with other becomes absolutely **vital**. Organizations have come to recognize the incalculable losses can result from the time and effort wasted by all personnel in poor attempt to communicate with their internal and external customers.

This two day workshop will create consciousness and effort of applying the principles and techniques to continuously sharpen our natural gift and be a fluent communicator.

## How will you benefit:

Upon completion of this program, participants will be able to:

- Identify and appreciate the art of communication
- Overcome effectively the barriers of communication
- Improve your skills in writing clear, concise letters, memos and reports.
- To organize your thoughts, Ideas and materials efficiently for effective delivery and presentation.
- Learn techniques for emphasizing your message orally and written communication.
- Understand the factors which affect report format, style and organization.
- Apply persuasive writing techniques to win proposals.

## Who Should Attend?

This course is catered to **executives** who need to develop their English language proficiency level in order to effectively communicate (verbally and in writing) with fellow staff in formal and informal business environments.

## Methodology:

This course will be conducted through interactive lectures, PowerPoint presentation, video presentation, role-play, and group discussions

## Duration :

2 days

## Programme Fee:

RM 980.00 per delegate.

(10% group discount for 2 or more participants from the same company)

## Course Outline:

<i>Day One (9am to 5pm)</i>	<i>Day Two (9am to 5pm)</i>
<ol style="list-style-type: none"> <li>1. Greetings and Starting Conversations <ul style="list-style-type: none"> <li>• Words/ phrases used to greet a person or to begin a conversation with strangers</li> </ul> </li> <li>2. Giving Opinions, Agreeing and Disagreeing <ul style="list-style-type: none"> <li>• How to state one's opinions</li> <li>• How to support the opinions that are stated</li> <li>• Learning how to use "owned language"</li> </ul> </li> <li>3. Making Arrangements and Invitations <ul style="list-style-type: none"> <li>• Understanding and use of the language of invitations and arrangements</li> <li>• Using correct tone, stress and intonation patterns</li> <li>• Writing and responding to formal and informal invitations</li> </ul> </li> <li>4. Giving and Accepting Complaints <ul style="list-style-type: none"> <li>• The language forms and functions for making complaints</li> <li>• Learning how to make verbal and written complaints</li> <li>• Learning the right way to handle complaints – both orally and in writing</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>5. Answering the Telephone and Making Conversation <ul style="list-style-type: none"> <li>• The proper language forms and functions to be used when answering telephone calls</li> <li>• Techniques to keep a telephone conversation going</li> </ul> </li> <li>6. The Business Writing Process <ul style="list-style-type: none"> <li>• Rules of good writing</li> <li>• The 5 Ws of planning (Who, What, Where, When, Why)</li> </ul> </li> <li>7. Communication Techniques To Sustain And Improve Results <ul style="list-style-type: none"> <li>• The power of words</li> <li>• 4 types of people</li> <li>• Defining words</li> <li>• Neutral words &amp; Action words</li> <li>• Make your words precise, powerful and memorable</li> <li>• Understand human self-esteem</li> <li>• 3 communication techniques related to human self esteem</li> <li>• Maintain and enhance self-esteem</li> </ul> </li> </ol>

**Trainer’s Profile: Leelavathi Subramaniam**

Leela has 22 years of working experience ranging from banking to sales force before embarking into training and consultancy. She started her career in the banking industry and followed on into MNC and education, having held positions as Bank Executive, Sales Manager, Department Head and Consultant. She has gain in depth experiences of all the industries namely MNC’s, SME and SMI’s and its full spectrum of training and development. She has trained participants from Asia Pacific, Middle East, India, CHINA and the African Continent like OMAN, SUDAN and KUWAIT. Leela embarking into the educational sector enhanced her training exposure to organizational changes, human capital development and performance towards productivity. Her training and development work experience includes new business development, improving service productivity, personal development, performance management and organizational consultancy. Leela’s training has always been evaluated as exciting, fun and learning made easy to apply. Her academic and professional qualifications include:-

- MBA(USA) Southern Pacific
- BBUS (HRM / INTL BUSS) Tasmania, Australia
- CIM (UK)
- Diploma in Banking& Finance Institute Bank Bank Malaysia
- Leela is a registered trainer with FMM-IM.
- Certified – Customer Service Trainer
- Certified –TESOL (Teaching English for Speakers of Other Language)
- Certified - Corporate Coach Trainer - Corporate Coaching Centre of Malaysia
- Certified - Train the Trainer – HRDF/Pembangunan Sumber Manusia Berhad TT/0245
- Certified - NLP Practioner

Leela has facilitated training in many companies namely, AV Panasonic, Matshushita Electronics, Asayake Sdn Bhd, Sankyo Precision, CNLT(FE) Sdn Bhd, Philip Morris, Century Mahkota Hotel, Perbadanan Air Melaka,TNB Melaka, Philips Semiconductor, Polytechnic Malacca, BABAs, Kraiburg Goodway Rubbers, Public Mtutual, ASIA LIFE ,MNI, TAKAFUL INSURANCE, Cleveland Bridge Engineering, Brothers (M), Jebsen & Jessens Broadway, Baerlocher, Far East Foam, POS Malaysia, POS LAJU, ChemIndus& GIMB, Fibertex NonWoven, Dunham Bush, Maybank, Saujana Resort, MIMOS SMART Computing, EPS- Agilent- HP Call Centres, CALL BIZ- SAPURA Techno, Interaktif Jasa,Kemeterian Wanita dan Sosial, Kementerian Perumahan, Berjaya Vacation, TAFE, Cosmopoint Secure Express, Min Ho Inds CallBiz, AEON Finance, Jusco, Extend Services,Maybank Fortis, VSOSs, Johnson Mathey, Seng Heng Timber, GIANT, Corporate Holdings, Dairy Farm FAVELL FAVCO, FELDA, FARM BEST, Central Bank of SUDAN, RED SEA OIL CO, KEER-MISC, SUDANESE NGO, WORLD VISION SUDAN, ICQ SUDAN ,SYKT Peladang and many other public programs etc.

A firm believer of “Behind Every Successful Organization is a Well Trained Team of Committed People”, Leela conducts highly interactive programmes, both in English and Bahasa Malaysia to ensure productive, economical and personal growth for all participants. Leela hands-on industrial experience has enabled her to design and facilitate training courses in many areas. These include:-

<ul style="list-style-type: none"> <li>• Essence of Customer Service</li> <li>• Customer Service Excellence</li> <li>• Beyond Customer Service</li> <li>• Leadership Development Effective Communication and Presentation Skills</li> <li>• Interpersonal Skills</li> <li>• Enhancing teamwork,</li> <li>• Supervisory Skills</li> <li>• Train the Trainer</li> <li>• Managerial Skills, Leadership Empowerment &amp; Personal Development</li> <li>• Conflict Management and Resolution</li> <li>• Communication and Interpersonal Skills</li> <li>• Unleash The Leader in You</li> <li>• Business English and Report Writing</li> </ul>	<ul style="list-style-type: none"> <li>• Handling Discipline at Work</li> <li>• Problem Solving and Decision Making</li> <li>• Achieving Excellence through</li> <li>• Coaching and Counseling</li> <li>• Supervisory Enhancement program</li> <li>• Presentation skills</li> <li>• Business Report Writing</li> <li>• Business Communication English &amp; language Proficiency</li> <li>• Customer Service @ Customer Relationship Management (CRM)</li> <li>• Change Management &amp; Team Building</li> <li>• Motivational Training in Sales &amp; Marketing .Enhancing Sales.</li> <li>• Creative and Lateral Thinking</li> <li>• Inspiring Positive Work Attitude</li> </ul>
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