

GRAMMAR AS A POWERFUL TOOL

Help Your Employees Write Better: A Guide for Managers, Trainers, and Others Who Care About Business Writing

Any use of bad grammar and misspellings could have a negative impact on your professional reputation within your company or with your clients. English or Grammar is a vital tool and still stands as a common international language. Being able to communicate professionally and proficiently with the language does give credibility to a positive personal image, professional image and corporate image.

The solution to bad grammar is NOT to review, rewrite, or correct employee writing. Taking those steps means doing the employees' jobs. There isn't enough time in the day for that. You need a lasting solution. The solution is to help your employees develop their writing skills. As a manager, editor, trainer, business owner, or someone else who understands the power of the written word and how to apply it, you need to help others understand and apply that power themselves.

In this course, participants will learn how to use grammar correctly and apply proper grammar in various context in their communication.

LEARNING OUTCOMES

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

- ❖ Keen **awareness** of positive personal, professional and corporate image with business communication in English
- ❖ Able to **communicate** verbally with confident at workplace and social gathering
- ❖ **Awareness** on common **grammatical and pronunciation error**
- ❖ **Understand** email etiquette
- ❖ Understand **writing and oral business protocol**
- ❖ Develop **interest** to be better off with English language
- ❖ Develop increased **confidence to speak** confidently

LEARNING APPROACH

Active learning activities are included to allow participants to engage actively in the learning process. The active learning activities are such as:

- ✓ Group discussions, Brainstorming
- ✓ Case studies
- ✓ Interactive activities
- ✓ Videos

PRE-REQUISITES

Basic English communication and writing skills.



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COURSE OUTLINE

Module 1: The Essence of Business Communication

- The positive effectiveness of business communication in personal, professional and corporate environment
- The impact when good business communication taken for granted
- Foundation of Business Communication
- Avoiding business communication pitfalls
- Removing barriers to excel in English business communication

Module 2: Mind Your Language

- Fun with English business communication
- Appropriating writing and oral communication language
- Body Language during Conversation
- Start a conversation, maintaining it and gracious exit

Module 3: Grammar and Vocabulary made easy

- Common grammatical errors
- Similar sounding words, different meaning and usage
- Proficiency in singular and plural form
- Perfecting practice on pronunciation

Module 4: Speaking English with accuracy and confidently

- Overcoming F.E.A.R with Rapport Magic
- You can speak confidently wherever you are
- Hear you speak
- Presenting well is a great present
- Seek first to be understood than to understand

Module 5: Writing Etiquette

- Email etiquette and appropriate structure
- Simple Report Writing
- Opening, Closing, Salutation and Paragraphing
- Managing customer's complaints in writing



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