

Effective Business Report Writing

“Learn how easy and simple it is to write an effective business report that earns you respects”

Objectives

By the end of the session, you would be able to:

- Understand the importance of **communicating through effective business writing**
- Pay attention on how to write an effective business report that will get you the **desired responses from the readers**
- Apply the **essentials rules on effective business writing** that could improve your writing skills
- Construct **short and simple business report** yet would still **create high impact** to the readers
- **Systematically review and revise** your business reports to achieve higher quality in the final draft
- **Polish your English** on grammar, punctuation, tenses, passive voice, and many others that most of us likely forgotten
- Quickly change your old styles of writing business reports to **contemporary trends**
- **Write different types of business report effectively**, whether it is project report, business progress report, analysis report, or report to board of directors.
- **Impress your senior management** with your business reports that might earns you promotions
- Extend your professional skills and add your career value

Learning Methodology

The program will be delivered through a combination of **Participatory** and **Learning-by-doing** approach, where the participants will be practicing their business report writing skills through various case studies/exercises, and then assess and grade by their peer's reports. As the participants observe their peers, they can learn further from others' efforts.

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

- Group discussions
- Real & exciting case studies
- Case exercises
- Interactive storytelling
- Brainstorming
- Q & A sessions

Who Should Attend

Branch or divisional managers, executives, engineers, technical specialists, clerical support and office administration staffs are encouraged to attend this session

Program Outline

Module 1: The overview of report writing in business communication

Understand the five crucial steps to effective communication through report writing – considerations, planning, production, review, delivery.

Module 2: Guide to writing reports

Learn the systematical steps to writing from defining the purpose of the report, investigating the topic, organizing the report into sections, putting the order of presentation, and to revising the report, planning the writing, numbering sections and paragraphs, and placing the order of writing.

Module 3: Writing informal business report

Practice how to write informal business report through a step-by-step instruction.

**** Case study on writing a memorandum**

Module 4: Writing formal business report

Understand the elements of formal business report and organizing the report – Summary, Introduction, Body, and Appendix.

Module 5: Writing and revising the first draft

This module will show you when to revise the report, and how to revise the report base on the criteria of completeness, accuracy, clarity, conciseness, and readability. Lastly, we will examine on how much revision is needed to assure the quality of the report.

**** Case study on writing an executive summary**

Module 6: Reviewing for conciseness

Discover how you could review your report conciseness through a series of examination, such as: irrelevancy, redundancy, tautology, unnecessary adjectives, unnecessary intensives, duplication of ideas, circumlocution, indirection, fractionation, and imprecision

Module 7: Reviewing for clarity: words & sentences

Discover how you could review your report clarity through a series of examination, such as: sensitivity for word, vagueness, general terms, abstract terms, and passive voice.

**** Case study on writing a business report**

Module 8: Reviewing for accuracy: grammar

This module will show how to appraise the English grammars through a simple and easy framework.

Module 9: Writing different business reports

Learn how to write project report, business progress report, analysis report, and report to board of directors and the differences between each report.

The Expert Profile - Agee Lee

Agee Lee has more than 26 years of corporate experience, and including 19 years of training experience. He started his career as a trainee in Kwong Yik Bank and moving up to Branch Manager, Loan Manager managing Corporate and Commercial Loans, and finally as Head of Loan Recovery Division. During this employment as Head of Loan Recovery Division, he successfully led his team by bringing down the Non Performing Loans (NPLs) from RM1.9 billion to RM68 million.

After his stint from Kwong Yik Bank, he worked in a property development company, constructing a condominium and Nilai 3 for 2 years. He then worked 2 years in a construction company in Kota Kinabalu, Sabah, executing federal contracts on roads, schools and colleges. His last appointment was with Hong Leong Bank as Head of Remedial Management Department supervising NPLs of RM6 billion.

Besides his impressive career track records, Agee Lee is also active in charity. He was elected as the President of Kiwanis Club in 1987, and for his dedication and service to the community, was also awarded the Distinguished President of the Year Award for 1986 to 1987 by the Past-Presidents of the Kiwanis Club of Kuala Lumpur. He was the top fund raiser for several consecutive years, helping many under-privileged children to grow up healthy and reach their full physical and mental potential. He was then in the Board that nurtured the “Kiwanis Down Syndrome” in 1988.

Agee Lee is actively involved in training for the manufacturers, banks, professional institutions, property developers, construction companies and SMI. He specializes in the area of corporate strategic planning, ordinary business planning, operations of international trade & financing, banking, and finance & accounting.

Agee Lee holds Honours Degree in Economics (major in Business Administration) from the Universiti Malaya, as well as the Associate of Institute of Bankers (London), Diploma in Marketing Management (NPC) and Certificate in Financial Planning (MII). He was recently given AIBM from the Institut Bank Bank Malaysia, and certified professional trainer by Pembangunan Sumber Manusia Berhad (PSMB).



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Workshop

* Fees includes workshop materials, refreshment, lunch and certificate of attendance but excludes Bank charges & VAT per payment

Session	Date	Venue	Normal Fees	Early Bird Deadline
	<input type="checkbox"/> 27th-28th September 2010	The Legend Hotel, Kuala Lumpur, Malaysia	RM 1290	27th August 2010
Discount	Early Bird Registration <input type="checkbox"/> 5%			
	Group Registration <input type="checkbox"/> 3 or more at 5% off	<input type="checkbox"/> 5 or more at 7% off	<input type="checkbox"/> 8 or more at 7% off	

Schedule

08:30 Registration
 09:00 Workshop Begins
 10:30 Coffee & Networking
 10:45 Workshop Resumes
 13:00 Networking Luncheon
 14:00 Workshop Resumes
 15:30 Coffee & Networking
 15:45 Workshop Resumes
 17:00 Workshop Ends

Organization Details

Organization Name _____

Address _____

Tel _____ Fax _____

Participant Details

Name	Job Title	Email	Direct Line
1.			
2.			
3.			

The invoice should be directed to

Name _____ Job Title _____

Email _____ Direct Line _____

Authorising Manager's Details

Name _____ Job Title _____

Email _____ Direct Line _____

Signature _____ Date _____

*The booking is invalid without a signature.

After complete this form,
 please fax it to (603) 40235716

CANCELLATION & SUBSTITUTIONS: This registration may only be cancelled in writing not later than two weeks before the workshop begins. The booking may not be cancelled nor any fees refunded thereafter. A substitute may be named at any time before the workshop begins.

HOTEL ACCOMMODATION: Accommodation is not included in the workshop fees. Room Reservation can be made by delegates directly with the hotel. To enjoy privileged room rates, please contact the Hotel directly and state that you're attending an event organised by GIN (Global Intelligence Network).

The Legend Hotel, Kuala Lumpur
 Tel: (603) 4042 9888
 The Summit Hotel, Subang Jaya
 Tel: (603) 8023 3000

NOTE: It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue. Every effort will be made to inform the participant of the change. Global Intelligence Network should not hold liable for any cost arising from this change.

PAYMENTS: An invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event in order to be eligible for attending. Payment may be made via cross cheque / bank draft / electronic transfer, made in favour of:

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 268-2-1, Wisma Mutiara Genting,
 Jalan Ayer Jerneh Off Jalan Genting Kelang,
 53300 Setapak, Kuala Lumpur,
 Malaysia.

Details for Telegraphic Transfer:
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