

# BUSINESS COMMUNICATION: *Speak and Write Like a Pro*

## ● LOST IN TRANSLATION AT WORK? ●

Miscommunication happens and it can be costly. But it doesn't have to happen. If your messages often get misunderstood or don't land the way you intended, it's time to sharpen your communication game.

Whether you're speaking in a meeting or crafting an important email, this session should be able to help you speak and write like a pro, so your ideas are clear, your tone is right, and your message gets through.

From handling everyday conversations to writing with purpose and professionalism, this training will help you connect more effectively and leave the right impression, every time.



**FEE: RM1,750**  
(Inclusive of SST)

### For Registration

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symphonydigest.com;  
doshu.com.my



**7 - 8 October 2025**

9 am - 5 pm



**77-2, Block G, Zenith Corporate  
Park Jalan SS7/26, Kelana Jaya,  
Selangor**

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## **MODULE 1: BUSINESS COMMUNICATION SKILLS**

- Key Principles
- Personal vs Professional Communication
- Positive vs Negative Communication

## **MODULE 2: VERBAL CONFIDENCE**

- Knowledge based - Fluency, Vocabulary, Pronunciation
- Performance based - Volume, Pitch, Intonation, Pace
- Tips to reduce anxiety
- Pronunciation and articulation exercises

## **MODULE 3: ACTIVE LISTENING**

- Hearing vs Listening
- Ways to enhance listening
- Listening barriers

## **MODULE 4: PUBLIC SPEAKING SKILLS**

- Organising your speech
- Delivering your speech
- Elevator Pitch
- Preparing and presenting your Elevator Pitch

## **MODULE 5: EFFECTIVE PRESENTATION**

- Structure and organisation
- Effective visuals
- Delivery and timing

## **MODULE 6: EFFECTIVE MEETINGS**

- Leading and participating in meetings
- Questions, questions, questions (open & close, clarifying, probing)
- Role playing activities

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## **MODULE 7: BUSINESS WRITING SKILLS**

- Professional Tones and Styles
- Maintaining professionalism in e-mails, reports, proposals

## **MODULE 8: CONCISE COMMUNICATION**

- Clarity and Brevity
- Things to avoid - ambiguity, slangs, jargon

## **MODULE 9: GRAMMAR AND PUNCTUATION**

- Common grammar mistakes
- Using proper punctuation

## **MODULE 10: WRITING E-MAILS**

- Structuring emails and Subject line
- Email etiquette

## **MODULE 11: WRITING REPORTS AND PROPOSALS**

- Informative vs Persuasive writing
- Facts, statistics and quotations

## **MODULE 12: PROFESSIONAL PRACTICES**

- In person, Phone or video calls, In writing
- Writing assignment
- Peer review or Trainer feedback
- Recap, Action Plan (if any)
- Q&A, Feedback

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## TRAINER'S PROFILE

The Trainer is an Accredited HRDC trainer who worked in the corporate sector for 18 years with top media companies in TV, radio, cinema and newspaper such as Bernama TV, ZEE TV, New Straits Times, Astro and Fox International Channels.

The Trainer brings an extensive corporate experience in the area of communication, presentation and branding skills. The Trainer was a senior manager in Astro Radio, head of sales department of Bernama TV, country head in Zee TV and senior manager in Fox International Channels before the Trainer left her employment in 2015 and started consulting for small businesses. One elevator pitch later, the Trainer was speaking for KRU Academy in Advertising and Communication as an industry speaker.

Having been in the media and advertising industry, the Trainer delivers training programs that are interesting and engaging.

### PARTICIPANT DETAILS

Name:
Position:
Department:
Contact Number:
Email:
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Name:
Position:
Department:
Contact Number:
Email:

### ADMIN DETAILS

Name:
Position:
Department:
Company:
Contact Number:
Email:
Address:
<b>Payment Method:</b> <input type="checkbox"/> Direct Payment <input type="checkbox"/> Claim HRD

#### Notes:

- For cancellation less than 14 days before or non-arrival on the training day, no refund will be given. Substitution is allowed.
- Should the number of participants be too low to make the course a meaningful learning experience, Symphony reserves the right to postpone or cancel the training.
- HRDC grant application shall be applied and approved before the training day. Maximum claim from HRDC is RM1,750 per day. The balance, if any, is to be topped up by client.