

# WEBINAR: Effective Business Writing (Intermediate)



## Overview

Communication is an innate ability people hone throughout their lives. Whether personal, social, or work related, people must adjust their communication skills to suit different individuals and different situations.

In the workplace, however, the ability to communicate effectively does not come easy for many. A lot of employees are, in fact, apprehensive and uncertain with their business writing skills. In a survey conducted by Forbes of 1,000 American office workers, 49% of their respondents have felt their productivity negatively affected by poor communication. While 42% have experienced an increase in their stress levels leading to lost professional confidence (Grey, n.d.). This study, though done in the United States, mirrors the same effects of poor workplace communication that Filipinos are faced with.

If you have taken measures to improve your business writing skills—checking grammar meticulously, crafting documents fastidiously, and proofreading diligently—but still feel unsatisfied with your current skillset, then it is time to level up.

This Advanced Business Writing training aims to make the participants more proactive and persuasive with their business writing skills so that they can achieve higher level of professionalism, increase their productivity tenfold and enhance their business relationships even further.

## Objectives

At the end of the seminar, the participants should be able to:

- improve their proficiency in writing for various business purposes
- strengthen their skills in persuasive writing techniques, enabling them to create compelling documents
- assess their own writing proficiency for continuous improvement

## Who Should Participate

- Professionals in entry-level to mid-level positions who want to further cultivate their writing skills
- Supervisors and managers who regularly interact with their employees, clients, and stakeholders through written communication
- Anyone determined to advance their careers and want to improve their writing skills at work

## Key Topics

I. Assessing the Participant's Current Writing Proficiency

II. Grammar and Vocabulary Mechanics

- The 6 Most Common English Verb Tenses in Business Writing
- Verb Tenses Used Proposals, Reports, and Research
- Confusing Jargons and Effective Terminologies

III. Guidelines and Fundamentals of Business Writing

- Different Styles of Formal and Informal Communication
- Key Elements in Writing Effectively

IV. Writing Purposive Messages

- Choosing the Right Pieces of Information to Share
- Organizing Ideas to Create Clear Messages
- Using Powerful Phrases for Different Workplace Scenarios

V. Being Assertive in Writing

- Writing Professionally in a Respectful, Direct, and Confident Way

VI. Writing Workshop

- Writing Activities Intended for Improving Writing Styles

Reserve now! Call us at:

Tel. (02) 8.727.56.28 / (02) 8.727.88.60

Mobile Numbers: Globe: 0915-205-0133 / Smart: 0908-342-3162

/ Sun: 0933-584-7266

Website: [www.businesscoachphil.com](http://www.businesscoachphil.com)

## Duration

- 6 hours

## Webinar Fee

- Php 3,500.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

## Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

## Reservation

- Please call to register (0915.205.0133|0908.342.3162 | 0933.584.7266 | (02) 8.727.5628) or use the registration form below. Kindly fill-out and email to [businesscoachphil@gmail.com](mailto:businesscoachphil@gmail.com). You will receive a confirmation within 48 hours.

## Mode of Payment

- Deposit/Transfer cash payment to Banco de Oro:  
Savings Account Name: BUSINESSCOACH, INC.  
Savings Account Number: 00235-003-71-22
- Kindly email deposit slip or screen capture of payment details (indicate name of participant and seminar title) to confirm reservation.

### Register Now! (Limited Slots Available)



Webinar Title \_\_\_\_\_

Date \_\_\_\_\_

Participant \_\_\_\_\_

Mobile Number \_\_\_\_\_

Email \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

TIN \_\_\_\_\_

Contact Person \_\_\_\_\_

Designation \_\_\_\_\_

Landline \_\_\_\_\_

Mobile Number \_\_\_\_\_

Email Address \_\_\_\_\_

(You may use a separate sheet for additional registrations)

\*Kindly email form to [businesscoachphil@gmail.com](mailto:businesscoachphil@gmail.com)