

CONCISE EXECUTIVE WRITING

1-Day Training Workshop

Whatever profession you might pursue, you write. You write letters, emails, reports, stories.

In this training, let's forget about specific writing. The underlining skill set for the modern workplace is based on just three words: "less is more".

Be it your boss, your colleagues or your subordinates, who exactly has the time to read long paragraphs to get to the point? Worse, lengthy stories may distract readers and ultimately hinder your objective and desired response you require from your audience.

While the rationale is sound, concise writing is easier said than done. Many of us could not resist the temptation to be thorough and complete in our reports.

This course will highlight the various pitfalls of "loose writing", and equip participants with the essential knowledge towards writing concisely for effective results.

25th (Thu) January 2018

**Holiday Inn Singapore
Orchard City Centre**

*Cut the clutter and get
to the point!*

Learn the art of

Concise Writing



with Ms Teresa Alberto

- Been training private and public sectors, including NGOs and colleges since 1986
- Awarded the International Training Fellow of the World by Junior Chamber International University based in USA (the highest award awarded to a trainer)
- Over 25 years of work experience as a Secretary, Personal Assistant, Executive Officer, Administrative Manager and Office Manager to the CEO

... read more on Teresa on the next page!

Bonus Gift!

**Free 32GB Dual
USB FlashDrive for
each participant for
group registrations of
three and above only.**



**Limited seats!
Book early to avoid
disappointment!!**

*Developed and
organised by:*



**MAXIMUS
CONNECTIONS**
empowering people with knowledge



OUR EXECUTIVE TRAINER

Teresa has been training the public and private sectors, including NGOs and colleges since 1986. Her passion in training has brought her to all parts of the world. Her strong beliefs are built on personal development training and discovering skills in individuals by creating positive changes.

She has been working as a Secretary, Personal Assistant, Executive Officer, Administrative Manager and Office Manager to the CEO for the past 25 years in several companies, namely a trading company, timber company, Ministry of Finance, road construction, factory, resort and a printing company. Through her rank and file, she has climbed up the ladder of challenges in managing a company, gaining knowledge and valuable experiences that have equipped her to share and train the younger management staff.

She has been awarded the International Training Fellow of the World by Junior Chamber International University based in USA (the highest award awarded to a trainer). Having captured more than 500 hours of training, Teresa is qualified to conduct the Train the Trainers' course that features the 3 stages of learning (basic, designer, and presenter).

HEAR WHAT OTHERS HAVE TO SAY ABOUT TERESA

“Teresa Alberto is a dedicated hard working trainer and is always looking to add that little bit of additional information to help the people in the group. She is motivating and encouraging with all people whether it be in her training programs or in her day to day life. I’ve worked with Teresa as a co-trainer and she is a great coach and mentor for the young trainers. I can totally recommend Teresa Alberto to give you and your staff valuable skills and motivation.”

KAREN SMYTHE
THE VIBRANT EDGE, AUSTRALIA

“Teresa is a very committed and caring trainer. She makes sure that she knows her subject very well and delivers it wholeheartedly with sheer confidence. Being creative, her training session never fails to captivate her audience.”

JANET BAYOU
CUSTOM OFFICER, SABAH

“Teresa..... trains with passion.... A trainer who leaves an undying and unforgettable good memories with the participants....and a trainer well loved by everyone.”

FULBERT VOO
SENIOR EXECUTIVE VICE PRESIDENT
JCI PHILIPPINES

HEAR WHAT PAST COURSE DELEGATES HAVE TO SAY

“The trainer is knowledgeable. Her teaching is lively. I enjoyed the lesson and learn much from this course.”

“The trainer is very passionate about her sharing... her wide experience is very useful and interesting!”

“The course trainer is very humorous, making the class very interesting and allow ample of participation in class.”

HOW WILL THIS COURSE BENEFIT YOU?

BY THE END OF THE COURSE YOU WILL BE ABLE TO:

- ✓ **Write** effectively using simple, specific and positive words
- ✓ **Identify** good writing from the bad
- ✓ **Focus** your ideas and write to ensure intended message is understood
- ✓ **Trim** of excess words in your writing, achieving the objective of less is more

WHO SHOULD ATTEND

ALL EMPLOYEES IN THE ORGANISATION WHO WANTS TO IMPROVE THEIR WRITING SKILLS, INCLUDING:

- Managers / Officers / Executives
- Office / Personal / Executive Assistants
- Secretaries

PROGRAMME OUTLINE

Light Breakfast and Registration: 8.30am-9.00am

Coffee Break: 10.30am-10.45am

Lunch Break: 12.30pm-1.30pm

Coffee Break: 3.30pm-3.45pm

Course Ends at around 5pm

Session 1 - What, Why and How

Writing clearly and concisely means choosing your words deliberately, constructing your sentences carefully and using the correct grammar. In this way, you are able to catch and retain the attention of the reader. In this session, you will learn how to write concisely by choosing your words.

- Use simple words
- Use specific words
- Use positive words (affirmatives)

Session 2 - From Bad to Good writing

This session you will how to :

- Write from bad to good writing by trimming
 - big words to simple words to understand
- Write by recognizing repetition of words
- Write with Impact
- Write with the right tone
- Be clear and specific and get the intended message understood
- Focus on one idea/purpose at a time

Session 3 - Trimming off the ‘fats’

“Fats” here refer to unnecessary words and lengthy sentences. Learning what to trim to make your writing more understandable and impactful. Save time!

Session 4 - Concise Writing

In this session, you will get more exercises to practice writing letters, emails and reports concisely.

SKILLS DEVELOPMENT SERIES – Concise Executive Writing

25th (Thu) January 2018 – Holiday Inn Singapore Orchard City Centre

REGISTRATION CONTRACT

Please complete this form immediately and fax to
(65) 6234 2106 or scan and e-mail it to
register@maximusconnections.com

A. Delegate's details

1) Name: _____

Position: _____

Email: _____

2) Name: _____

Position: _____

Email: _____

3) Name: _____

Position: _____

Email: _____

Organisation: _____

Address 1: _____

Address 2: _____

Country: _____ Postcode: _____

Nature of Business: _____

Tel: _____ Fax: _____

B. The Invoice should be directed to (Dept)

Name: _____

Dept: _____

Tel: _____

E-mail: _____

C. Authorising Officer's details

Name: _____

Title: _____

Tel: _____

Signature: _____ Date: _____

This booking is invalid without an authorised signature.

1-Day Workshop Fee:

S\$ 436 nett per delegate
(Early Bird Rate, by 12th December 2017)

S\$ 477 nett per delegate
(for registrations after 12th December 2017)

Group Registration (three and above in one application):
each participant entitled to a free USB 32GB FlashDrive

[Fee includes documentation, refreshment, lunch & all relevant taxes (we do not charge GST)]

A certificate of recognition will be given upon course completion.

TERMS & METHOD OF PAYMENT

An official invoice will be sent to you after receiving the registration contract. Placement is only confirmed when full payment is received within **twenty-one (21) days** from invoice date. We reserve the right to impose late payment charges. For late registrations, payment must be received prior to the course date.

1) **Cheque** : Made payable to
Maximus Connections

Send it to:

Maximus Connections (Payment 154),
9 Bishan Street 15 #31-18 Singapore 573909

2) **Bank** : DBS Bank, Singapore
Current Account Number: **070-900872-0**
(Quoting your Company Name and "P154" as reference)

CANCELLATIONS & SUBSTITUTIONS :

All cancellations of registration must be notified in writing. If cancellation by 4th January 2018, you will be entitled to a 50% refund. Regrettably, no refund will be given for cancellation after 4th January 2018. However, a complete set of documentation will be sent to you. Substitutions are welcomed at any time before 18th January 2018 with formal notification in writing.

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 participants of the change. Maximus Connections will not be held liable for any costs arising from this change.

HOTEL ACCOMMODATION :

Accommodation is not included in the fees. If you need accommodation at the workshop venue, kindly contact Holiday Inn Singapore Orchard City Centre, 11 Cavenagh Road, Singapore 229616, Tel (65) 6733 8333. Or visit www.holidayinn.com/sin-orchard

REGISTER NOW

Contact **Mr Ryan Loh**

Tel: (65) 6451 7698, Fax: (65) 6234 2106

Email: register@maximusconnections.com

www.maximusconnections.com (Regn No: 53113082K)