



**ZICO** | insource

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# English for Business

Helping you create the best training programme to suit your needs



## HOW WE CAN HELP YOU

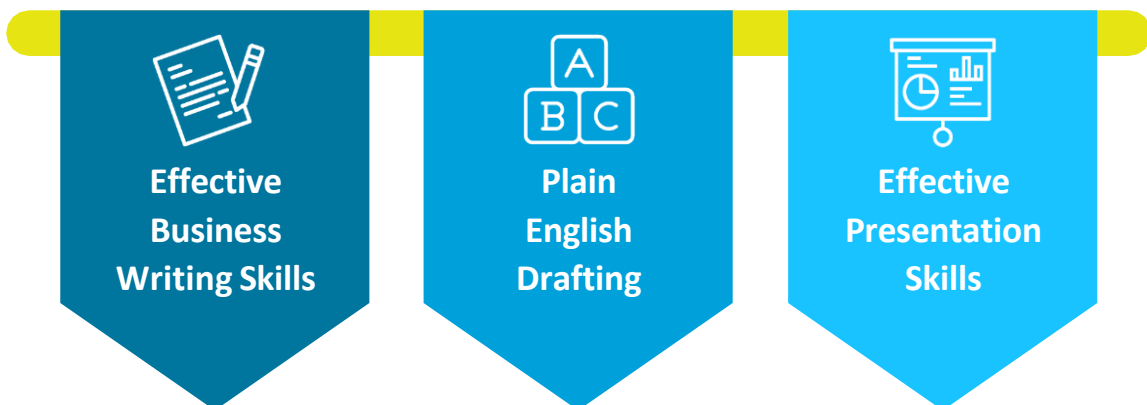
### What we can do for you

- We offer corporate training courses that address your requirements by customizing our programmes to suit your needs.
- We work with you to understand your training goals and identify skills gaps.
- We conduct pre and post training assessments to gauge participant level and to better monitor participant progress.
- We create and deliver the right English language courses and professional communication skills programmes that address your needs.

## PROGRAMMES

### Range of Programmes

We offer a range of courses that focus on improving spoken and written communication skills and honing-in on presentation skills:



### Effective Business Writing Skills

This course offers an introduction to the techniques and types of professional writing, with a focus on emails. It is designed to help strengthen writing skills for **clear and effective** business and professional communication.

Participants will learn practical strategies for developing a **clear** writing style: **organizing** ideas, choosing **effective words**, and composing **concise** paragraphs that make writing clear and persuasive.

#### Some of the topics covered will include:

- Formal and informal writing styles
- Diplomatic language
- Clarity and conciseness
- Summarizing and concluding
- Editing and proofreading, including common grammar errors

## Plain English Drafting

Plain English is a style of writing that uses short, clear sentences and everyday words without unnecessary jargon and enables the reader to understand the message the first time they read it.

This course introduces plain English drafting and aims to demonstrate to participants how to write clearly and concisely using a logical structure.

Participants will begin to develop a clearer, more concise style of communication which is user-focused and more easily understood.

### Topics covered will include:

- What is plain English and why is it important?
- Knowing your audience
- What information do you want to convey?
- Avoiding jargon
- Avoiding long sentences
- Omitting redundant words
- Avoiding compound prepositions
- Using active rather than passive constructions

## Effective Presentation Skills

- **Presenting information clearly and effectively** is a key skill to get your message or opinion across and, today, presentation skills are required in almost every area of work.
- **Being able to engage with your audience** is an essential skill which is not limited to speaking on a podium to a crowd.
- This course aims to **develop skills, knowledge and confidence** in both formal and informal presentation situations. Participants will also learn how to be engaging and how to create interesting slides.
- Participants will have the opportunity to **explore and practise key areas** in both preparation and delivery of presentations through trainer input and group discussion.
- Participants are asked to prepare and deliver short presentations via different modes of delivery, **providing a chance to both give and receive feedback** in a friendly and informal group setting.

### In this course you will learn:

- To be confident when presenting
- How to engage an audience and hold their attention
- Effective use of body language and voice
- How to organize your ideas in a compelling and understandable format
- How to create engaging slides for your presentation

### The module will include:

- How to plan, structure and deliver an effective presentation
- How to put yourself across positively
- How to connect with your audience
- Methods to help keep calm and confident
- Understanding the impact of body language and voice
- How to create effective slides



## Our Trainer

**Maznah Hashim** has over 15 years of teaching experience and has been a corporate trainer and programme developer specializing in professional, legal, and business communications since 2013. She is an LSE law graduate and is a member of the Bar in the UK, Brunei and Malaysian. She has a CELTA qualification and a master's in Linguistics from the University of London. She specializes in developing bespoke training plans to address participants' abilities and learning styles to maximize learning opportunities for all.

## Trusted Advisors



ZICO Insource is a provider of insourcing and consultancy services for commercial advisory and documentation, human capital and corporate communication. We assist clients in meeting temporary surges in work levels and staff demands or in bridging competency gaps by assimilating our team of professionals with our clients' workforce. We provide clients with suitable candidates with the relevant industry experience, to meet human capital needs arising from ad-hoc transactions or for the performance of the day-to-day business operations. ZICO Insource is part of ZICO, an integrated network of multidisciplinary firms helping organisations and individuals succeed in ASEAN.

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