



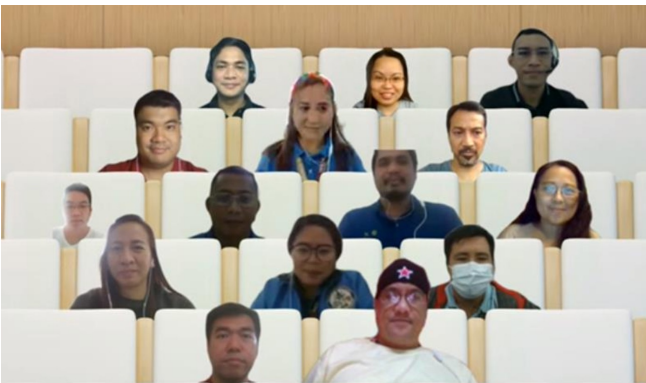
About Us

Insights Manila (registered as Insights MLA Business Solutions) is a training services company based in Makati. The company believes that the country's workforce requires ample training that is effective and insightful, yet affordable.

The consultants of Insights Manila are experienced professionals who had executed the courses several times for different companies under various training institutions.

Insights Manila mostly offers exclusive training for companies. The courses are customized to meet specific training needs. The company also offers public classes where individuals can enroll, and one-on-one training for people who wish focused training. Other than training, the company also accepts Excel automation projects and course development projects.

With Insights Manila, you are directly dealing with the consultants- no intermediary parties who just add costs to the training delivery.



• Other courses offered:

- Basic MS Excel Training
- Advanced MS Excel Training
- Macros and VBA Programming
- Advanced MS Word Training
- Advanced MS PowerPoint Training
- Basic MS Access Training
- Google Sheets Training
- LibreOffice Training
- Essential Supervisor Training
- Essential Manager Skills
- Assertiveness Workshop
- Root Cause Analysis
- Business Writing
- English in the Workplace
- Presentation Skills Training
- Sales Skills Training
- Customer Service Training
- 5S Implementation in the Workplace
- Train-the-Trainer Workshop
- Courseware Development and Instructional Design
- Call Center Workforce Management
- Call Center Representatives Foundation Skills

Just some of our Clients:



We are located at 7F Finman Centre, 131 Tordesillas St., Salcedo Village, Makati

Outline

Effective Business Writing Skills



This training identifies the principles of writing. Participants will apply methods to communicate accurately in email, memos, and business letters. There will be a review on grammar, ranging from basic to commonly-misused rules.

I. Introduction

- A. Importance of Communicating Properly
- B. The Role of English in Business Communication

II. Grammar Review

- A. Subject-Verb Agreement
- B. Active vs Passive Voice
- C. Prepositions
- D. Common Grammar Mistakes
- E. Maintaining Professional Choice of Words

III. Aspects of Business Writing

- A. Contents: Writing Concisely and Coherently
- B. Format and Tone of Writing
- C. Constructing Complete and Effective Emails
- D. Conveying Messages Accurately

IV. Customer-Centric Approach in Writing

- A. Politeness in Writing
- B. Expressing Apologies
- C. Customer Service in Writing
 - Identifying Importance of Customer Service in Business Writing
 - Applying General Customer Service Concepts in Writing
 - Techniques in Connoting Positivity
 - Expressing Negative Answers Positively

III. Constructing Business Correspondence Workshop

- A. Writing Memoranda
- B. Emails and Email Etiquette
- C. Business Letter Overview
 - Types of Business Letters
 - Proposal/Sales Letters
 - Apology Letter
 - Invitation Letter
 - Traditional Parts of a Business Letter

Free Customization of Topics

12 hrs total training time