

## LEARNING OUTCOME

COURSE	PARTICIPANTS WILL:
1. EFFECTIVE BUSINESS COMMUNICATION	This course will create awareness among the participants on their own communication style and to develop their communication skills effectively in order to achieve personal and work relationship
2. INTENSIVE GRAMMAR REFRESHER	This course will help refresh participants' grammar knowledge so that they can use it in business communication effectively
3. EFFECTIVE E-MAIL WRITING	This course builds participants' skills in writing various types of e-mails (routine, bad-news and human relations e-mails) in English
4. EFFECTIVE SUMMARY & REPORT WRITING	They will learn how to write summaries, executive summaries, and various types of reports including periodic reports, progress reports and minutes of meeting
5. HOW TO DESCRIBE GRAPHS AND CHARTS EFFECTIVELY	Participants will learn about the various kinds of graphs and charts and how to choose them for their work, how to describe graphs and charts step by step from explaining facts and figures
6. HOW TO WRITE REPLIES TO CUSTOMERS' COMPLAINTS	They will learn how to plan before writing, detailed steps in writing effective replies
7. HOW TO WRITE MINUTES OF MEETING	They will learn what effective minutes look like, how to listen carefully, take notes, summarize what people say at meetings and write that summary correctly and effectively in various formats
8. EFFECTIVE TELEPHONE ENGLISH	Participants will learn all the skills required in answering phone calls and making calls to other people
9. EFFECTIVE RECEPTION ENGLISH	Participants will know what to say and how to act politely when they have to act as receptionists
10. EFFECTIVE MEETING MANAGEMENT	This course equips participants with all the knowledge and skills required in effectively leading meetings, organizing successful meetings and joining meetings as an attendee
11. EFFECTIVE PRESENTATION SKILLS WORKSHOP	They will learn how to set their objectives and expected results, how to analyze their audience, how to prepare the content that meets their objectives and audience's expectations

## FACILITATOR PROFILE

### Suthasinee Kriengsakpichit *Facilitator, Consultant, Translator*

Her experience in the field of communications spans over 20 years. She was Head of Public Relations Department at Bangkok University, Communications Specialist at IBM Thailand, and Managing Director of a Thai-Australian company, Communications Consulting International (CCI). CCI offered communications consulting service to many international and local organizations including IBM, HP, Intel, Cisco, AMD, Coca-Cola, Perrier-Minere, etc.

In education, she was Chairperson of the Secretarial Science Department at Bangkok University as well as lecturer and administrative assistant at American University League in Yokohama, Japan. In addition, she has facilitated various classes for both private and public sectors for more than 20 years. Her classes in both Thai and English include business writing, presentation skills and communication.



#### Present Position

Managing Director of Trio Communications

#### Education

- B.A. (English) First Class Honors, Chulalongkorn University
- M.S. (Business Education) Southern Illinois University, U.S.A

For more information, please contact us:

#### Professional Training Service Co., Ltd.

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# MODERN BUSINESS COMMUNICATION SERIES



In association with



# MODERN BUSINESS COMMUNICATION SERIES

Effective business communication skills are crucial in driving both public and private sector organizations to achieve their competitiveness and sustainability. Sensible organizations dedicate their attention to communication as the key to business success.

The Professional Training Service (PTS) proudly presents the innovative training series of Modern Business Communication. It is created to streamline employees' communication competency from a basic beginner to a strategic supporter of both local and global firms across the continents.



At PTS, we provide **E-Classroom for interactive practice in business writing classes**. It keeps participants engaged all through the class and strengthens their English writing skill.

## 1. EFFECTIVE BUSINESS COMMUNICATION

This course will create awareness among the participants on their own communication style and to develop their communication skills effectively in order to achieve personal and work relationship as well as established organizational objectives internally and externally.

They will learn about the importance of effective communication, Characteristics of a good communicator, Problems and obstacles on present communication situation in work and initial recommendation, Self-analysis on individual communication style, Effective verbal and non-verbal communication, Effective Listening skills and how to solve conflicts through effective communication.

**All levels of staff**

## 2. INTENSIVE GRAMMAR REFRESHER for Effective Business Communication

This course will help refresh participants' grammar knowledge so that they can use it in business communication (both in writing and speaking) effectively.

The emphasis will be on the differences between phrases, clauses and sentences, tenses, voices and linking words to make their sentences smooth and easy to understand. There will be a lot of exercises for participants to do during the class.

**All levels of staff**

## 3. EFFECTIVE E-MAIL WRITING

This course builds participants' skills in writing various types of e-mails (routine, bad-news and human relations e-mails) in English.

They will learn how to plan before writing, the characteristics of effective business communication and the steps in writing each type of e-mails. There will be opportunities for exercises followed by critique of their written exercises.

*Note: This course is recommended as compulsory before participants study other English writing courses.*

**All levels of staff**

## 4. EFFECTIVE SUMMARY & REPORT WRITING

This course equips participants with summary and report writing skills. They will learn how to write summaries, executive summaries, and various types of reports including periodic reports (daily, weekly, monthly, quarterly, etc.), progress reports, justification reports and minutes of meeting.

There will be opportunities for exercises followed by critique of their written exercises.

**All levels of staff**

## 5. HOW TO DESCRIBE GRAPHS AND CHARTS EFFECTIVELY

In this course, participants will learn about the various kinds of graphs and charts and how to choose them for their work, how to describe graphs and charts step by step from explaining facts and figures, what those facts and figures mean, to predicting trends based on those facts and figures.

There will be opportunities for exercises followed by critique of their written exercises.

**Staff who need to describe graphs and charts frequently**

## 8. HOW TO WRITE REPLIES TO CUSTOMERS' COMPLAINTS

Participants in this course will be equipped with skills in writing replies to customers' complaints. They will learn how to plan before writing, detailed steps in writing effective replies, the differences between effective and ineffective replies. Real business cases will be discussed.

There will be opportunities for exercises followed by critique of their written exercises.

**Staff who are responsible for writing replies to customers' complaints**

## 7. HOW TO WRITE MINUTES OF MEETING

This course builds participants' skills in writing effective minutes of meeting. They will learn what effective minutes look like, how to listen carefully, take notes, summarize what people say at meetings and write that summary correctly and effectively in various formats.

There will be opportunities for exercises followed by critique of their written exercises.

**Secretaries and other staff who have to take minutes of meeting**

## 8. EFFECTIVE TELEPHONE ENGLISH

In this course, participants will learn all the skills required in answering phone calls and making calls to other people. They will learn how to listen carefully and what to say in case they miss out on some words.

Also, they will learn useful phrases and sentences frequently used in telephone conversations and the correct telephone etiquette. They will learn how to manage difficult customers on the phone as well. There will be opportunities for exercises followed by critique.

**Operators, receptionists and other operating staff**

## 9. EFFECTIVE RECEPTION ENGLISH

At the end of this course, participants will know what to say and how to act politely when they have to act as receptionists. They will learn how to listen carefully and what to say in case they miss out on some words.

Also, they will learn useful phrases and sentences frequently used in reception. They will learn how to deal with difficult customers effectively as well. There will be opportunities for exercises and role plays followed by critique.

**Receptionists and other staff who have to welcome visitors**

## 10. EFFECTIVE MEETING MANAGEMENT

This course equips participants with all the knowledge and skills required in effectively leading meetings, organizing successful meetings and joining meetings as an attendee.

They will learn about the benefits of meetings, preparations for an effective meeting, steps in leading a successful meeting, how to agree and disagree politely, how to solve issues and deal with difficult attendees, and what to do after meetings.

There will be opportunities for exercises and role plays followed by critique.

**Potential Supervisors, First-Line managers, Middle Management and Executives**

## 11. EFFECTIVE PRESENTATION SKILLS WORKSHOP

In this workshop, participants will be equipped with all the skills required for effective presentations.

They will learn how to set their objectives and expected results, how to analyze their audience, how to prepare the content that meets their objectives and audience's expectations, how to make their presentations interesting and keep their audience engaged, how to answer difficult questions and how to close powerfully. Also, they will learn how to prepare effective PowerPoint slides.

Each participant will have at least 4 opportunities to present in class. There will be VDO recording of their presentations in order to play back for critique and further improvement.

**Potential Supervisors, First-Line managers, Middle Management and Executives (limited to 10 participants)**

**“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others”**

**Tony Robbins,**  
*Life Coach and Self-Help Author*