

EFFECTIVE BUSINESS WRITING for Accounting Professionals:

Translating Numbers Into Powerful Words

By: Susan Lara

Author & Professional Communications Consultant

Register at www.leadcareermover.com

Date : December 16, 2014

Venue : Best Western Plus Lex Cebu

OVERVIEW

Accounting is more than debits and credits. Effective written and oral communication gives the numbers meaning and context. Accountants prepare notes to financial statements, interdepartmental memos, plans, and proposals meant for various stakeholders and even professional journals.

To remain competitive, accountants need to enhance their communications skills, the ability to give and exchange information within meaningful context and with appropriate delivery and interpersonal skills.

PROGRAM OBJECTIVES

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

- Effectively and confidently communicate their ideas orally and in writing;
- Use appropriate tone and levels of formality;
- Demonstrate skills in organizing and developing ideas;
- Make their acquired communication skills relevant to specific life situations that can make them more responsive not only as employees but also as members of society.

OUTLINE

Writing that Makes a Difference

I. Introduction

Why is it important for you to be proficient in English?

II. Philippine English

- Exercises designed to call attention to areas where Filipino users of English have the greatest difficulty.
- Includes misuse of English words, “troublesome” or confusing words, frequently mispronounced words, use of nonstandard English, and idiomatic expressions

III. English Grammar Review and Update

- Review of basic principles of English grammar and syntax
- Basic sentence patterns, subject-verb agreement; verb tenses (including irregular verbs), voice and mood, number; dangling modifiers, vague pronoun references; punctuation and capitalization, prepositions

IV. Principles of Effective Writing

- *Be organized*: Writing with focus, pinpointing your main message
- *Be concise*: Writing with economy, eliminating unnecessary words
- *Be clear*: Improving clarity with correct punctuation; avoiding run-on sentences and misplaced modifiers
- *Be warm and personal*: Building reader rapport, establishing common ground, the value of empathy, accentuating the positive

V. Writing the Letter and the Memo

Application of the principles of effective writing, with emphasis on the business letter (reply to inquiries, complaints), internal written communication

Keeping the reader in mind (includes gender/regional/cultural/religious diversity issues)

VI. Text Messaging, Email and Social Media

Appropriate tone, language and spelling to be used in communicating through text messaging, email, and social media; Netiquette; international communication effectiveness

VII. Writing the Report

VIII. Writing the Proposal

INVESTMENT RATES

Standard Rate (10 seats only)

6,888 + 12% VAT

must be paid between Nov. 18 - Dec 8, 2014

Great Advantage Rate (5 seats only)

4,888 + 12% VAT

must be paid on or before Nov 4, 2014

Early Admission Rate (10 seats only)

5,888 + 12% VAT

must be paid between Nov 4 - 17, 2014

Rolling Admission Rate (5 seats only)

7,888+ 12% VAT

must be paid between Dec 9 - 16, 2014

FACILITATOR

SUSAN S. LARA won the Carlos Palanca Memorial Awards for Literature and Focus Literary Awards for her short stories in English. Her book *Letting Go and Other Stories* won the prestigious National Book Award from the Manila Critics Circle.

Her fiction and essays have been included in various anthologies. She majored in English at the University of the Philippines Diliman, attended the International Writing Program of the University of Iowa, and attended the Seminar on Contemporary British Writing at the University of Cambridge in the United Kingdom through a British Council grant.

She has served as panelist in various writing workshops, including the Ateneo Institute of Literary Arts and Practices Workshop, the DLSU's Malate Writers Workshop, and the Silliman University National Writers Workshop, of which she is the current Director-in-Residence.

REGISTER ONLINE:

www.leadcareermover.com

LEAD Career Mover

5th flr. JL Bldg. Don Jose Avila St.

Capitol Site, Cebu City 6000

Tel No. (032) 253-9726

Fax No. 412-4310