



## Possible Programme Content for 1-1 or Small Groups:

### General Speaking Skills

1. Initiating a conversation, showing interest and developing the conversation;
2. Responding effectively – positive and negative tones;
3. Language for socializing & networking – entertaining visitors;
4. Talking about your company – explaining company's structure, staffing, resources, strengths, products and services;
5. Fluency - Structuring your speech with discourse and transition markers;
6. Questioning & clarifying techniques;
7. Functional language – offers, suggestions, recommendations, apologies, opinions;
8. Persuasion and emphasis;
9. Pronunciation practice; and
10. Listening skills - listening for gist and details;

### Meetings Skills

1. Planning and setting a meeting agenda;
2. Determining your outcomes and expectations;
3. Kicking off – acting as a chairperson;
4. Opening, closing and moving onto items on the agenda – signposting techniques;
5. Asking for & expressing opinions;
6. Agreeing & disagreeing (varying degrees);
7. Expressing reasoning and providing supporting arguments;
8. Using appropriate language for meetings – questioning & clarifying, suggesting & recommending, replying to suggestions, interrupting, handling interruptions, proposing alternatives, making comparisons;
9. Managing the discussions – leading a meeting;
10. Presenting your ideas in a logical sequence;
11. Language structures for different techniques of building an argument – generalizing, stating facts, giving examples, contrasting, querying a point, constructive criticism, conceding a point, dealing with hostility, clearing up misunderstanding;
12. Tentative v decisive structures in speech;
13. Closing, summarizing and paraphrasing techniques.

### Effective Presentation Skills

1. Preparing Power Point Slides – considerations and tips, key language strategies;
2. Starting a presentation – introductions;
3. Techniques for opening a presentation;
4. Ways of making a transition from one part of the presentation to the next – Signposting;
5. Useful words and phrases for linking ideas – use of lead in sentences;
6. Survival techniques – redirection and delay;
7. Referring to visual aids and describing trends;
8. Persuasive and emphatic language techniques – stressing, chunking, tripling, use of intensifiers;
9. Useful discourse markers in speech and their functions;



10. Language for closing down a presentation signaling the end, summarizing, concluding, recommending, closing & inviting questions;
11. Techniques and language structures for dealing with questions -querying a point, asking for additional information, referring to an earlier point, making a criticism.

### **Negotiation Skills**

1. Negotiating strategies & techniques;
2. Setting objectives for negotiations;
3. Opening a negotiation – useful introductory language;
4. Relevant language for negotiating - language and functionality;
5. Conditional sentences and alternative structures (positive emphasis);
6. Rejecting proposals and counter offers;
7. Closing down a negotiation successfully;
8. Summarizing key points.

### **Professional Business Writing (Skills)**

- Planning and Organising Writing
  - Business Writing Basics
  - Key Principles for Business Writing
  - Planning and Organising Documents
  - Layout & Language Use of Business Letters
- Writing Clear and Concise Documents
  - Considering the Customer – Tone for External Documents
  - Considering the Tone for Internal Documents
  - Key Principles for Business Writing
  - Importance of Punctuation & Vocabulary in Writing
  - Readability – Clear & Concise Writing – Creating a Positive Image
  - Techniques for Using Modern English (Clear & Effective)
  - Cohesive Writing and Unity in Business Texts
  - Importance of Linking Words & Sentence Structure
  - Persuasive & Emphatic Writing
  - Turning Figures & Stats Into Words
  - Editing and Proofreading Techniques
  - Modal Verbs in Business Writing
- Writing Style and Tone
  - Developing and Writing Style for E-Mails (Considering Your Reader)
  - Developing a Formal Style in Writing
  - Developing the Business Neutral Style
  - Considering the Customer – Tone for External Documents
  - Considering the Tone for Internal Documents
- More Advanced Business Writing Techniques
  - Cohesive Writing and Unity in Business Texts



- Persuasive & Emphatic Writing
- Turning Figures & Stats Into Words
- Editing and Proofreading Techniques
- Readability – Clear & Concise Writing – Creating a Positive Image
- Key Grammar for Business Writing
  - Modal Verbs in Business Writing
  - Importance of Linking Words & Sentence Structure
  - Common Errors in HK Writing (general grammar)
  - Prepositions and Tenses
  - Passive & Active Voice in Writing and Sentence Clauses (when and where to use)
- Punctuation
  - Importance of Punctuation & Vocabulary in Writing
- Editing and Proofreading Techniques
  - Editing and Proofreading Techniques

### **Business Writing (for Specific Documents)**

- Business Email
  - Planning and Organising E-Mails
  - Key Principles for Business Writing – Writing Effective E-mail Correspondence
  - Planning & Organising Your E-mails
  - Layout & Language use for Emails
  - Making Simple Enquiries, Request & Orders
  - Functional Language - Emails Informing, Confirming, Clarifying & Reminding
  - Replying to Customers/Colleagues – Handling Enquiries & Requests
  - Email Regarding Payment (Billing Issues)
  - Emails with Quotations
  - Emails Seeking Approval
  - Negative Focus Messages – Handling Sensitive Situations
  - Emails for Reporting Progress
  - Emails Reporting Sales Performance
  - Emails to Negotiate
  - Complaints to Suppliers/Vendors
  - Emails Reporting a Complaint
  - Email Replies to Justified Complaints
  - Email Replies to Unjustified Complaints
  - Writing Goodwill Correspondence
  - Emails Coordinating Meetings
  - Writing Effective Sales Letters
- Business Reports
  - Writing Memo Reports
  - The Principles of Effective Report Writing



- Format, Structure & Language of Reports
- Creating Background, Objectives, Requirements & Scope of Work
- Understanding Your Audience – Appropriate Style and Tone for Reports
- Presenting Information Effectively in Reports
- Writing Effective Conclusions, Recommendations & Executive Summaries
- Report Writing Workshop
- Business Proposals
  - Writing Business Proposals – Background & Middle Sections
  - Presenting and Justifying Solutions
  - Proposal Writing Workshop
- Meeting Minutes
  - Writing Minutes 1
  - Writing Minutes 2
- Performance Appraisals
  - Writing Performance Appraisals 1
  - Writing Performance Appraisals 2
- Press Releases