



Effective Verbal & Written Business English Skills

Trainer: Fakitah Mat Kasa

Date: 12-13 September 2023 (Tuesday-Wednesday)

Time: 9AM – 5PM

Venue: Pearl Point Hotel KL / Gleamy Center, KL

The English language has been the subject of controversy in Malaysia for some time now. We cannot avoid English especially in today's cyber world. The advancement of knowledge is in English.

The only language in aviation and nautical services since time immemorial has been English; these two services transverse the world. With the world getting smaller, there is a need to have some form and level of the English language. The CEFR – Common European Framework of Reference has six levels. We do not need to reach the highest level – C2, needless to say, it would be great if we are there. For office staff, we aim for B2. The current crop of office staff barely make it to A2, which is sad, since the public which they serve needs more invigorating interactions.

Some people find using English is difficult and perplexing. This myth will be overcome once we understand the essentials, thus, this programme is specifically designed for "back to basics" needs.

In order for us to develop, progress, move-on, we need English.

During this programme, where there are mini lectures which make up about 20% to 30% and with activities commanding 70%, the participants will have a chance to exercise their English in a safe and controlled environment. Safe, where all of us are learners and criticisms are eliminated and controlled where there are guidance and corrections which will be done immediately.

OBJECTIVES

At the end of the programme, the participants will be able

- To apply the fundamentals of the language
- To have an expanded vocabulary
- To acquire techniques in better pronunciation
- To prepare simple emails
- To manage a conversation

Recommended Content

Topics	Details
1 Overview of the Language	This provides the foundation of English – Parts of Speech, without which, usage of English will fail. This session also helps in understanding the different sounds of the English Language.
2 Skills for Improvement	There are four skills which will inculcate the thinking ability in English. Once we think in English our errors are minimised.
3 Fundamentals of English	The Parts of Speech plus the use of the Articles will lay the rudimentary needs of English. Our understanding and comprehension will propel our use of the Language.
4 Utility of English	In order to use English, very often we are asked questions; the WHs and the HOWs. The reciprocal response will indicate complete comprehension.
5 Correct Pronunciation	As our biggest fear is pronunciation, there will be massive amounts of tongue twisters to aid in ensuring we acquire the correct techniques.
6 Interactions using English	Turn talking is an activity we indulge for a substantial time during our work day. Thus, we must ensure we follow through the ideas in order to be effective.
7 Congruency of Words and Actions	We apply Mehrabian's Principles to achieve believability in what we say.

Note:

The modules above will employ all four skills of reading, writing, speaking and listening with the aim of improving our thinking in English, during the sessions. There is no specific module for expansion of vocabulary as its elements are incorporated within each module.



METHODOLOGY

Principles of Adult and Experiential Learning will be extensively used. The mode of the programme will be as follows:

- Individual exercise
- Group work
- Pair work

In the following:

- Presentations
- Case Studies
- Video-clip
- Role-plays



TRAINER PROFILE

FAKITAH KAT KASA

Kit is a speaker for the local and international audiences.

She has served organisations varying from the SMEs to the multinationals with clients from the tea lady right up to the CEO. Her background ranges from corporate, industrial, academic to research. She has done a stint as the Administrator of United Nations Global Compact Local Network, Malaysia.*

Kit's working experience is as follows:

- Bank Officer in a local bank
- Company Secretary in a company with varied interests
- Human Resource Executive in a European factory
- Operations Manager in an Energy Service Company
- Administrator of United Nations Global Compact
- Researcher

In January 2019, Kit was appointed as a member on the Industrial Advisory Panel of University of Wollongong Malaysia (formerly known as KDU University College) for 2019 and 2020.

While as a Human Resource Executive at a European based manufacturing plant, Kit managed a registry of more than 20 expats from Australia, England, France, Italy, Norway and Sweden. She managed their translocations and participated in interviews to upgrade them for other overseas positions.

Her passion is English and has for many years trained adults in the various forms of English; from spoken to written – in specialist areas of nursing, customer service, in more general areas of Proficiency in English and Business Writing, Report Writing and Technical Report Writing and programmes which require specific input and results. She has trained English for SLIM trainees since the national inception and did eight topics for the Protégé Programme.

As she is also trained as a TQM facilitator and in Meta-NLP, she applies these in all her interactions; in training and/ or consultations.

Application of Advanced Methods of Thinking Skills

Her success in carrying out training stems from her ability to connect with the participants. She subscribes to understanding and applying Herrmann Brain Dominance Index, synchronising channels of communication at all times, during the course of training.

Kit had successfully completed and is now a Neuro-Semantics Meta NLP Practitioner, holds a Certificate in Accessing Personal Genius and has obtained her Certifications for Coaching Essentials by the International Society of Neuro-Semantics, USA. She is a PSMB certified trainer TTT/0822, by the Human Resource Development Foundation, Malaysia.



In her pursuit that individuals should have a holistic professional approach in their careers, occasionally, Kit provides training on dining etiquette and grooming for professionals. This refers to European fine dining etiquette applicable at a full service restaurant.

Some organisations which she researched, consulted and trained are as follows:

Main Category of Topic	Eg. Sub-topics	Clients
1 English - Spoken	Customer Service English at Work Front-liners	IJM Berhad Ramsay Sime Darby EON Berhad Permodalan Nasional Berhad Jabatan Perdana Menteri University College Agro Malaysia
2 English – Written	Business Writing Report Writing Writing of Proposals	Permodalan Nasional Berhad Prokhas Berhad National Procurement Com, Govt of Timor Leste Concorde Hotel, Kuala Lumpur Puncak Semangat Berhad Taylor’s University College Recron Berhad
3 English Proficiency	<ul style="list-style-type: none"> • SLIM@ PNB Investment Institute • MyIPO • Swisslog Malaysia Sdn Bhd • Celcom Axiata 	
4 English for Specific Purposes	Technical Writing	Software Developer
5 Leadership Skills	Leadership for Everyone Leadership for Managers Leadership for Young Executives	Ramsay Sime Darby Medical Centre JTEKT Automotive (M) Sdn Bhd Prokhas Berhad
6 Presentation Skills	Communication and Presentation Skills	Meditop Corporation (M) Sdn Bhd National Procurement Com, Govt of Timor Leste Gagasan Offshore Fleet Sdn Bhd I-Perintis Sdn Bhd PERODUA Berhad

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7 Thinking and Problem Solving Skills	Thinking Skills for Executives Problem Solving and Decision Making Skills	Ambank Group Public Programme
8 Training Skills	Train-the-Trainer On the Job Training Skills Training Needs Analysis	CIAST PHN Industry Sdn Bhd Hardy-Flex Group of Companies
9 Administrative and Office Management Skills		Proton Berhad MATRADE Kolej Poly-Tech MARA DRB HICOM Berhad
10 Malaysian Culture	<ul style="list-style-type: none"> • Meetings and Events Australia • Kuala Lumpur Convention Centre • Malaysian International Trade and Exhibition Centre 	
11 Other Tailor-made Programmes	Pre-Retirement Protégé Programme Customer Service HR for Non HR	Sime Darby Properties Berhad Omesti Berhad (8 topics) MARA Group I Perintis Group DRB-Hicom Westar Group KDU University College Concorde Hotel, Kuala Lumpur
12 For Manufacturing Industries	<ul style="list-style-type: none"> • Supervisory • Managerial • Leadership 	Various Companies

The following are publications which she was involved in:

	Name of Publication	Role	Year of Publication
1	Code of Practice on Energy Efficiency and Use of Renewable Energy in Non-Residential Buildings	Member of Technical and Non-Technical Committees	2002 – SIRIM
2	Competitiveness and Soft-skills Study of Undergraduates of a local University	Lead Researcher of 20 researchers	2014