

# EFFECTIVE BUSINESS COMMUNICATION: WRITING AND PRESENTATION

**Onsite** — 3 days

## **Presentation as a communication tool**

Presentations has become one of the most important parts of an executive's job. For any executive looking to advance his or her career, being able to give professional presentations is an essential skill. Presentations play an important role in communicating reports and other important information for your work. A professional presentation will also tell others that you have mastered the topic of discussion.

The training also provides guidance on how to prepare and deliver presentations. Covers all aspects of the presentation, from planning to execution, as well as providing specific advice on what to do and what to avoid in making a presentation. This training method includes lecturing, case discussions, and recorded role plays.

## **English business writing**

Writing is an indispensable skill for anyone working in the business world. Writing will make official what is conveyed orally. Having writing skills is important to prevent misunderstandings and to prevent costly disasters. Everyone in the business world, almost at all levels up to the CEO, is required to do some writing. There are internal office memos, emails to write and reply to, and business correspondence with clients, governments, and suppliers. And a wide variety of reports and business proposals to write and present. Some writing tasks can be delegated, but often only you, and only you.

This training will provide participants with essential tools to improve writing skills applicable in the business world. Instructors will guide you, step by step, in how to simplify yet still sharpen the message in their communication writings. The training will also look at different structures in business reporting.

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## **Learning Objectives**

- Better understand how a good presentation is supported by the behavior and style of its presenter
- Prepare presentation materials well so that they can attract the attention of the intended audience
- Use special techniques so that the presentation achieves predetermined targets and objectives
- Identify problems in giving presentations and determine how to solve them
- Understand the importance of effective and efficient writing
- Develop and sharpen the ability to write a topic related to business in English
- Learn about the different structures in business report writing

## **Learning Scope**

### **Day 1**

- Structure & Design of Reports
- Various Report Writing
- Workshop: Writing

### **Day 2**

- Effective Presentation & technique

### **Day 3**

- Presentation Workshop
- Wrap Up & Evaluation

## Learning Methods

- Lecturing
- Concept application
- Workshop
- Group discussion

## Participants

Managers and staff from all departments (Marketing, Production, Finance, and Human Resources), especially those who often give presentations.

## Consultant



RUBY HERMANTO

Ruby has core expertise in Brand Management and Marketing Communication. He has experience in overseeing companywide strategy and execution of marketing communication, as well as Managing Research, Product Development, Budget Control and Business Planning. His current focus is Banking, Fast Moving Consumer Goods, and Telecommunication.



WAHYUNINGSIH

Wahyuningsih is specialized in Human Resource and Personal Development subject, she's also has exposure for more than 20 years in banking company. She's experienced in the field of Employee Selection, Training Program and Personal Development, HR Services and HR Business Partner.

*\*Subject to availability*

**Tuesday - Thursday**

08:30 - 16:00 WIB

4 - 6 November 2025

Investment

**IDR 6.000.000,-**

*Subject to 11% VAT.*

### Early Bird:

- Investment fee deduction of 10% for payments made 5 (five) days prior to the program commencement
- For corporate partnership or deals, please contact our Business Partnership Officer +62 811-1991-1168 (Phone/Whatsapp)