



SPEAKER'S PROFILE

Shirley Taylor



SHIRLEY TAYLOR
Training and Consultancy



bringing out the best in you

Don't let writing be your weakest link!

An informative and entertaining presentation by Shirley Taylor



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Your writing gives an impression of you ... but what kind of an impression? It seems we are now writing more than ever. Most managers are creating their own documents - letters, faxes, reports, articles, marketing materials, and particularly e-mail. Especially in this global age, speed is often the key to successful negotiations ... so writing effectively under these circumstances is often very demanding.

With the escalating rate of technological change, we all need to stay up-to-date if we are to stay ahead. However, **Shirley Taylor**, author of best-selling book **Model Business Letters, E-mails and Other Business Documents** says ... ***“What’s happened to our business writing skills? It seems many people today are still using a style more suited to our great-grandfathers than to 21st Century businessmen and women!”***

If you don't want your writing to be your weakest link, don't miss this interesting presentation. Shirley will give you some simple techniques that will transform your business writing skills, increase the impact of your writing, and ensure it gets results!



Association of Professional
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Highlights of the session

Here are some highlights of what Shirley will cover in this interactive session:

- The importance of effective communication skills
- The evolution of business communication
- Business writing yesterday and today
- Common errors in today's business writing
- 5 simple steps that will boost your business writing skills
- Questions to ask before you click 'send'
- Top Ten Tips for effective business writing

Who is Shirley Taylor?

Shirley Taylor is author of the international best-selling book **Model Business Letters, E-mails and Other Business Documents** 6th edition. She has also written several other successful books on business writing and communication skills – including *Communication for Business*, *Essential Communication Skills* and *Guide to Effective E-mail*. Based in Singapore, Shirley has established herself as a leading authority in business writing. She enjoys conducting her training workshops all over Asia. Shirley is also a popular speaker at international conferences. Maybe you already know Shirley through her FREE monthly e-newsletter – if not, sign up now at www.shirleytaylor.com.

Why should you attend?

Shirley Taylor is a popular presenter who will make this session lively and energetic, practical and eye-opening. Don't miss this opportunity to learn first-hand how your writing skills can make a big difference to your corporate success.

Remember ... we now communicate with people from all over the world, and much of the time the only way those people can form an opinion of us is by looking at the way we write. **So ... if you are what you write, you'd better learn how to write well!**