

Charlton Martin Seminar Series presents:

# Write Like A Professional! in the Construction Industry

**Are your Business Documents Clear, Concise,  
Complete, Correct, Courteous and Cohesive?**

## Areas Covered:

### Day 1

- Getting started
- Representing the topic grammatically
- Writing style
- Editing session with "REAL" documents

### Day 2

- How to put the text together
- Major group writing task
- Tense means sense!
- Summing-up quiz

## DR ALISTAIR KING



Dr Alistair King, who heads a team of highly qualified and experienced consultants, has had thirty years experience in education and training in several European, African and Asian countries. He has held university posts both in his home country, the United Kingdom, and in Malaysia. In addition, he has been a correspondent for International News Services, reporting on issues in Eastern Europe and the Middle East. Since the mid-1990s, he has been involved in developing all levels of staff of Banks, Corporate Organisations, Manufacturing Companies and Government Departments. His extensive current client list includes many of the top performers in the corporate world, both in Malaysia and in other Asian and African countries. Under a World Bank sponsorship, he has been involved in Human Resource consultancy with the Government of East Timor since the birth of that nation in May, 2002. Under a European Union-funded Human Resource Development project, he is the Communication Skills Consultant to the ASEAN Secretariat in Jakarta. He serves on the Industry Advisory Panel of Universiti Teknologi Petronas, where he has particular responsibility for ensuring that the university's Humanities Department Programmes meet the requirements of corporate world. He is an Advisor to the School of Linguistics and Language Studies of Universiti Kebangsaan Malaysia.

Date	~~	12 & 13 March 2018, Monday & Tuesday
Venue	~~	Skyview 2, Level 28, The Gardens Hotel & Residences
Programme	~~	08.30 to 09.00am Registration
		09.00 to 12.00noon Part 1
		12.00 to 2.00pm Lunch
		2.00 to 5.00pm Part 2

Early Bird Registration with full payment by 12 February 2018 ~ RM1,500 + GST (RM1,590) per person

**HURRY, seats are LIMITED!**

Call Esther Ooi today at  
Tel: **03 2287 5175**

REGISTRATION – RM1,800+ GST



3 ways to Register:

1) Online Registration @  
[www.charltonmartin.com](http://www.charltonmartin.com)

2) Email [seminars@charltonmartin.com](mailto:seminars@charltonmartin.com)

I confirm that I would like to attend this Seminar. (Payment to be made by cheque / direct bank-in to HSBC account No. 203-300520-102 payable to Charlton Martin Consultants Sdn Bhd) before 12 March 2018.

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Company Name: \_\_\_\_\_

Tel/Mobile no: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

## WRITE LIKE A PROFESSIONAL FOR THE CONSTRUCTION INDUSTRY (2 Days)

### Course Outline / Programme

#### Day 1

##### 1. **Getting started**

- Write what is said!
- “I know what I was to write, but I don’t know how to... start”
- Declare the topic
- Develop the topic

##### **Morning Coffee/tea Break**

##### 2. **Representing the topic grammatically**

- The Active Voice vs the Passive Voice
- Focus on Speaker or Issue – Minimising or maximising the personal element
- Focus on “Agent” or “Patient”
- Essential Agent vs unnecessary, unimportant, unknown agent
- How letter/emails/contracts/ proposals differ from each other

##### **Lunch**

##### 3. **Writing style**

- Tone – Polite yet precise... even when terminating the Sub-Contractor!
- Language which avoids Verbosity, Tautology, Circumlocution, Pomposity and Jargon
- Language which is Clear, Concise, Complete, Correct, Courteous and above all, Communicative

##### **Afternoon Coffee/tea Break**

##### 4. **Editing session with “REAL” documents**

- Letter of Intent, Award, Warning, Termination
- Other Contractual Documents

## WRITE LIKE A PROFESSIONAL FOR THE CONSTRUCTION INDUSTRY (2 Days)

### Day 2

#### 1. **How to put the text together**

(Applying persuasive writing techniques)

Devices to link points and direct the reader in the direction of sense

Achieving Prioritisation and subordination of points using:

- Anticipators: *When to use as; since; because; therefore; thus; so; consequently*
- Qualifiers: *When to use although; despite. However; nevertheless; while; whereas*
- Relative: *When to use which; that; who; whom; whose; where*
- Develop the topic

#### **Morning Coffee/tea Break**

#### 2. **Major group writing task**

- Group work with presentation: Making documents cohesive

#### **Lunch**

#### 3. Tense means sense!

- Simple Past, Present Perfect & Past Perfect
- Use tense to avoid ambiguity
- Use tense for accuracy
- Use tense to show sequence

#### **Afternoon Coffee/tea Break**

#### 4. Tense means sense!

- Individual and Group exercises

#### 5. Summing – up quiz