



## DATES

September 24 - 25, 2019  
Tuesday - Wednesday  
9:00 am - 5:00 pm

## PROGRAM FEE

Php 11,800.00 (Early Eagle Rate  
until Sept. 10)  
Php 12,800.00 (Regular Rate)

## HOW TO REGISTER Online

[www.cce.ateneo.edu](http://www.cce.ateneo.edu)

## Email

[sales.cce@ateneo.edu](mailto:sales.cce@ateneo.edu)

## Call

(+632) 8302041

*Schedules and prices may  
change without prior notice.*

## Upgrading Your Writing and Speaking Skills to Thrive in the Workplace

### Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

### Venue:

Ateneo Graduate School of Business - Cebu Campus  
GF Cebu Holdings Center, Cebu Business Park,  
Cebu City



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May 20, 2018



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



## human resources management

# Upgrading Your Writing and Speaking Skills to Thrive in the Workplace

September 24 - 25, 2019  
Ateneo Graduate School of Business  
CEBU CAMPUS



CENTER FOR CONTINUING EDUCATION

*"No matter what job you have in life, your success will be determined 5% by your academic credentials, 15% by your professional experiences, and 80% by your communication skills."*

Superior communications skills – writing and speaking in particular – have become important factors that determine the value and contribution of employees in the workplace. These are competencies that all employee, from frontliners to executives, must excel at.

This two-day workshop is designed for professionals who desire to develop impressive writing and speaking skills.

## Upgrading Your Writing and Speaking Skills to Thrive in the Workplace

### objectives

Successfully completing the workshop enables participants to:

1. Assess their writing and speaking skills using sets of criteria;
2. Create purposive and professional correspondences and documents; and
3. Participate in various interactions with competence and confidence.

### who should attend

This workshop is designed for all professionals whose work involves regular internal and external written communication.



### resource person



**MR. JOHN P. TIGNO** is a Learning & Organizational Development Professional who has more than 18 years of experience working in various industries.

Currently, he is a Learning & Organizational Development Consultant for Rebisco Biscuit Corporation; an HR Training Consultant for DMCI Homes Project Developers Inc.; and a Training Consultant for Design Development International (DDI). He is also a Faculty Member of the Ateneo Language Learning Center (ALLC) and the Development Academy of the Philippines (DAP).

Mr. Tigno earned his Bachelor's Degree in Communication Arts from the Ateneo de Manila University and Master's Degree in Industrial Relations and Human Resource Development from the University of the Philippines - Diliman. He received his Certificate in Teaching English to Speakers of Other Languages (CELTA) from the University of Cambridge.

## program content

### Workshop 1 - Writing Professionally

#### I. Writing Basics

- A. Definition and Rationale
- B. Elements of Effective Professional Writing
  1. Grammar and Punctuation
  2. Style (Sentence and Paragraph Construction)
  3. Diction and Tone (i.e. Word Choice)
  4. Development and Organization of Ideas
- C. Writing Strategies (i.e. Planning, Organizing, Writing, and Evaluating)

#### II. Writing Forms and Formats

- A. E-mails and Letters
- B. Memoranda
- C. Reports (i.e. Minutes, Informative, and Investigative Reports)

#### III. Writing Workshop

- A. Peer/Group Critique
- B. One-on-One Consultation and Coaching

### Workshop 2 - Speaking with High Impact

#### I. Speaking Essentials

- A. Definition and Rationale
- B. Elements of High Impact Speaking
  1. Qualities of Speakers (i.e. Visual, Vocal, Verbal)
  2. Audience Analysis and Adaptation
  3. Clarity and Precision in Messages
- C. Speaking Strategies (i.e. Planning, Organizing, Delivering, and Evaluating)

#### II. Speaking Forms and Formats

- A. Expressing Opinions and Giving Feedback
- B. Conducting and Participating in Meetings and Discussions
- C. Transacting Over the Phone or Face to Face
- D. Designing and Delivering Presentations

#### VII. Speaking Workshops

- A. Peer/Group Critique
- B. One-on-One Consultation and Coaching