

語文培訓課程

Course Schedules for
Languages Training



英籍導師教授：Effective Writing Skills for Executives (Course Code: LA-0047)

Introduction & Objectives

There is much more to writing than sitting down at a computer and banging on the keyboard - that should be the end of the process, not the beginning. Like an iceberg, most of good writing is "below the surface". This course will introduce and embed a process of writing that will allow you to write effectively with minimum fuss, time and resources.

The workshop-based approach with follow up sessions encourages improvements in individual skills and embeds new habits over time.

Who Should Attend

Executives who need to produce effective writing - quickly, on time with minimal rewriting.

Course Duration

12 hours

Contents

▼ Session 1

The Three Levels of Writing

- Macro, mid-level and micro-structure

The Three Key Elements in Writing

A review of the writing process emphasizing:

- The Writing Objective
- Your Audience
- Your Message
- Clear, organized with appropriate tone and audience benefit

Group and Individual Exercises

▼ Session 2

The Seven Step Writing Process

- Refining the writing objective
- Generating ideas
- Selecting ideas
- Organizing ideas into an outline
- Drafting - the start of "writing"
- Editing
- Proofreading

Group and Individual Exercises

▼ Session 3

Paragraphs and Sentences

- Paragraphing - The Bones of Writing
 - Unity of topic
 - Structure and topic sentences
- Writing dynamic sentences
 - Delete Unnecessary Repetition
 - Use Parallel Structure
 - Put Action in Verbs
 - Prefer Active Voice
 - Omit Needless Words

Proofreading

- A Three Step Process

Group and Individual Exercises

▼ Session 4

Workshop - Putting it All Together

Review of Assignments and Workshop

Continuous Improvement

- Working with templates
- Improving individual micro-level weaknesses

Facilitator

Native English Teacher with Degree level and over 5 years' teaching experience.

Website

www.peak.vtc.edu.hk/course/LA-0047.html

Code 編號	Course Information 課程資料	Fee 學費	Remarks 備註
LA-0047	Effective writing skills for executives Date: 26.7.10 - 29.7.10 Time: 6:30pm - 9:30pm Duration: 12 hours (total 4 sessions)	HK\$1,440	English as the medium of instruction

Enquiries

Christina Lai (2836 1833) / Vic Wong (2836 1860)

英藉導師教授：English Speed Reading & Memory Enhancing skills (Course Code: LA-0048)

Objectives

To assist participants read better - faster with greater comprehension and retention by revisiting the reasons why we read, the factors that slow us down and how we can speed up.

An interesting, interactive seminar which empowers readers to manage their professional reading, read faster and rediscover the joy of reading.

- Reviewing the reading process and reasons for reading
- Exploring the relationship between speed, comprehension, and retention
- What determines reading speed
- Why we forget and improving retention through active note taking using mind maps
- Techniques for faster reading
- How smart organizations can manage the reading burden

Who Should Attend

For middle management staff, executives and administrators who wish to read quicker and more effectively with greater understanding and retention of information.

Course Duration

9 hours

Contents

▼ Reading - Delivering Ideas and Info

- Why we read
 - Pleasure
 - Specific information
 - General understanding
 - Knowledge, skills and techniques
 - Because we have to

▼ Determinants of Reading Speed

- Reading skill and habits
- The purpose of reading
- The material - content and writing

▼ Remembering

- Active reading
- Effective note taking - mind maps

▼ Speeding Up

- Eye check
- Reading attitude
- Manage your reading
- The reading environment
- Reading techniques
- Minimize re-reading
- No murmuring or liping
- Push it
 - Faster eye movements
 - Follow the hand
 - Time yourself

▼ Smart Organisations

- Write to be read
- Eye friendly layout
- Share the burden
- One reads, shares notes

Facilitator

Native English Teacher with Degree level and over 5 years' teaching experience.

Website

www.peak.vtc.edu.hk/course/LA-0047.html

Code 編號	Course Information 課程資料	Fee 學費	Remarks 備註
LA-0048	English Speed Reading & Memory Enhancing Skills Date: 9.7.10 - 11.7.10 Time: 6:30pm - 9:30pm Duration: 9 hours (total 3 sessions)	HK\$1,080	English as the medium of instruction

Enquiries

Christina Lai (2836 1833) / Vic Wong (2836 1860)