



WRITING FOR THE TOP MANAGEMENT

HOMWORK FROM THE PREVIOUS SESSION...

Original	Revised
Chairman say thank you for spending time for short meeting.	The Chairman thanked the members of the meeting for attending the discussion.
Update tasks from all departments	The Chairman requested updates from all departments.
For Intranet Training, it will delay due work construction by IT Department and the training will be hold next month.	The Training Department informed that the intranet training would be delayed due to construction work by the IT Department. The said training would be held next month.
There are 3 applicants for the finance assistance and 1 of it is Monica, the receptionist.	The Recruitment Department reported that there were three applicants for the post of the Finance Assistant. One of the applicants was Monica, the company's receptionist.



**1. Who Are They? –
Know Your Top Management**

2. Why the Need to Write Effectively?

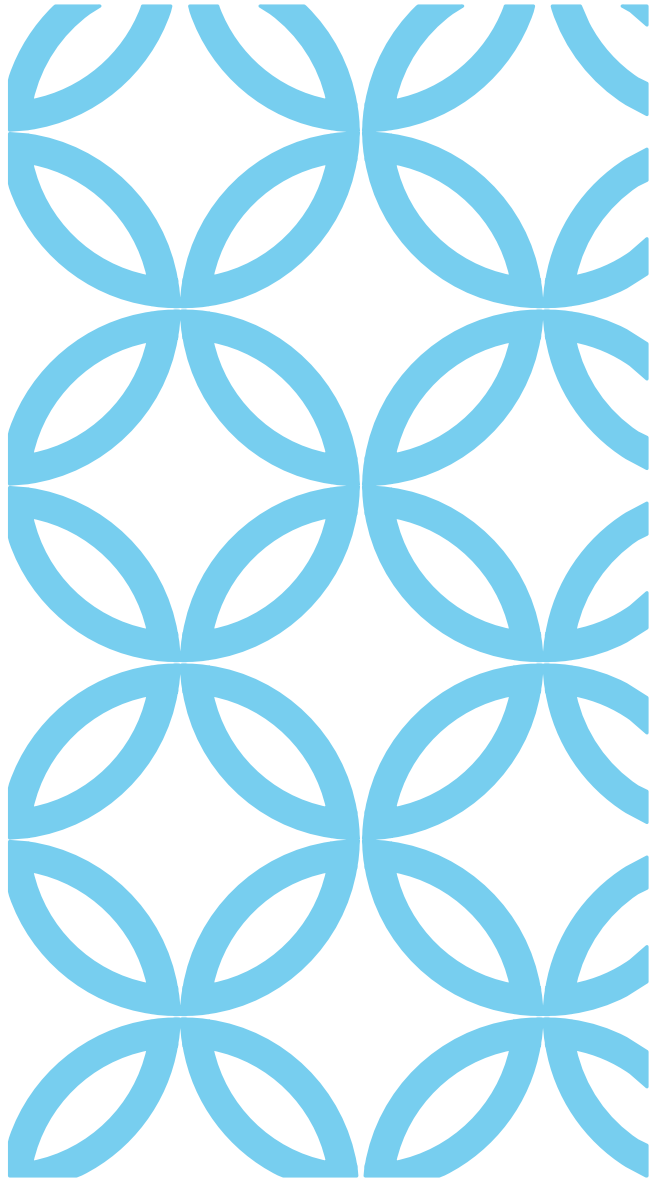
3. How to Write?

4. What are the Tips?

BEFORE YOU START WRITING...

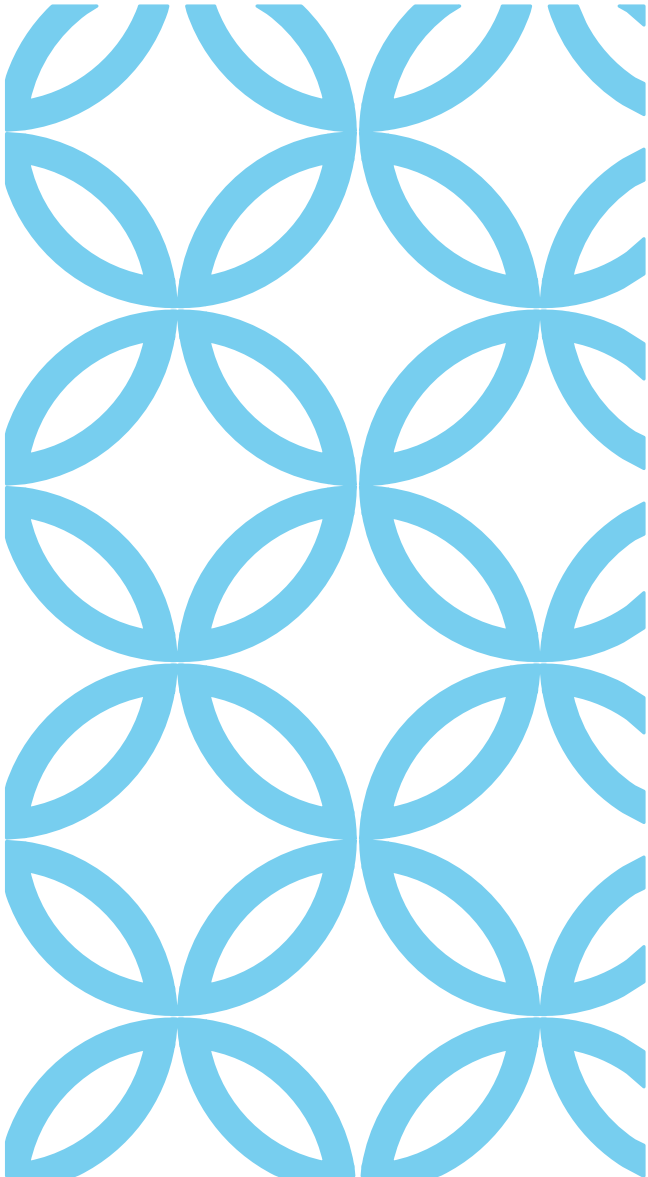


**KNOW YOUR TOP MANAGEMENT –
THE QUICKEST LEARNERS AMONG ALL**



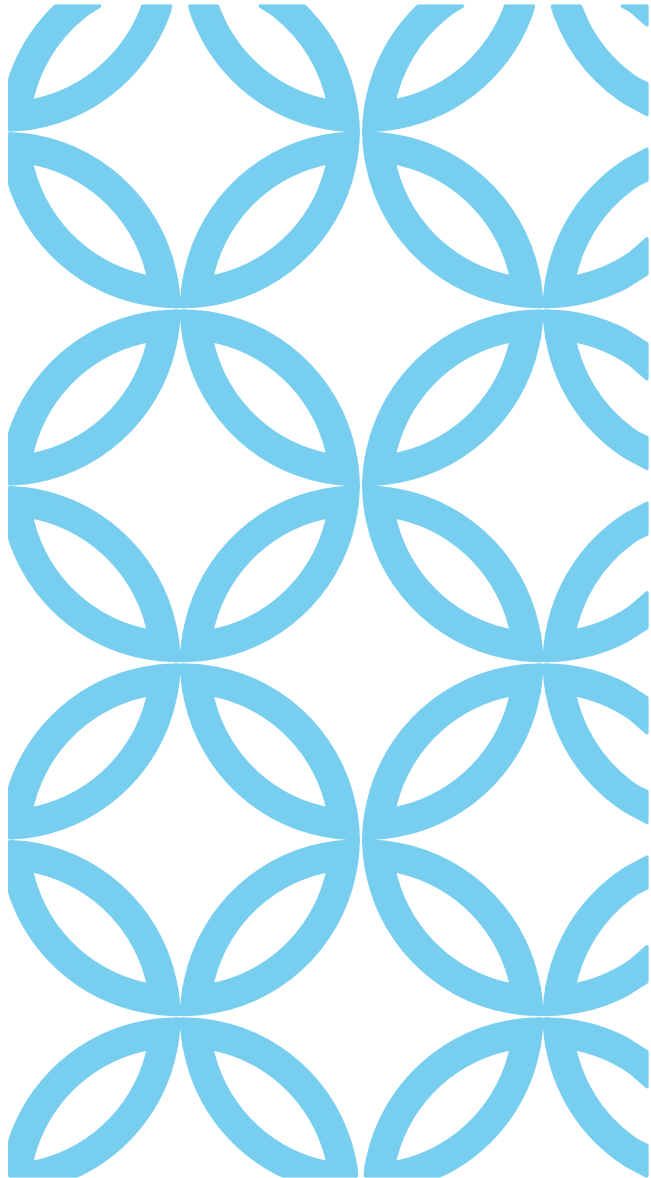
1. Exclusive, Experience, Expert
2. Good at their job
3. Big decision maker
4. Time factor
5. Learn their personal writing preference

WHO ARE THEY?



1. Number One and Two – big picture
2. Finance – prove the return of the money spent / investment - measures
3. Information / PR – benefits and risks
4. Technical – meaningful data
5. Art – graphics

WHO ARE THEY?



THE 4 Cs OF C-SUITE

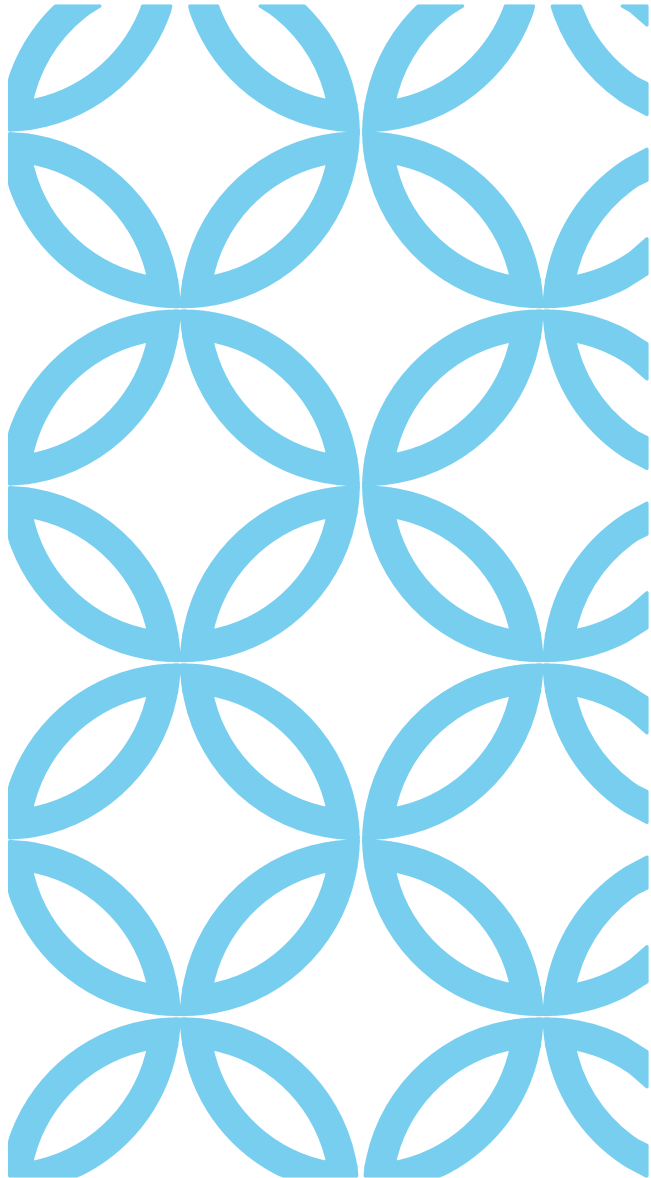
1. CONCISENESS
2. COMPLETENESS
3. CLARITY
4. COURTESY

WHO ARE THEY?

WHY DO YOU HAVE TO WRITE RIGHT?



PRODUCTIVITY



When we are not productive, we waste time, energy, resources and money, now imagine when the top management is not productive...

When we prepare materials for the top management, we affect top management's productivity, efficiency and effectiveness

Send concise, well organised, complete materials – we help the top management to understand and use information quickly – resulting to well-informed decisions and actions

Send poorly written and prepared, rambling documents – we affect their productivity, efficiency, and effectiveness in doing their job – which may have huge impact to organisation

PRODUCTIVITY

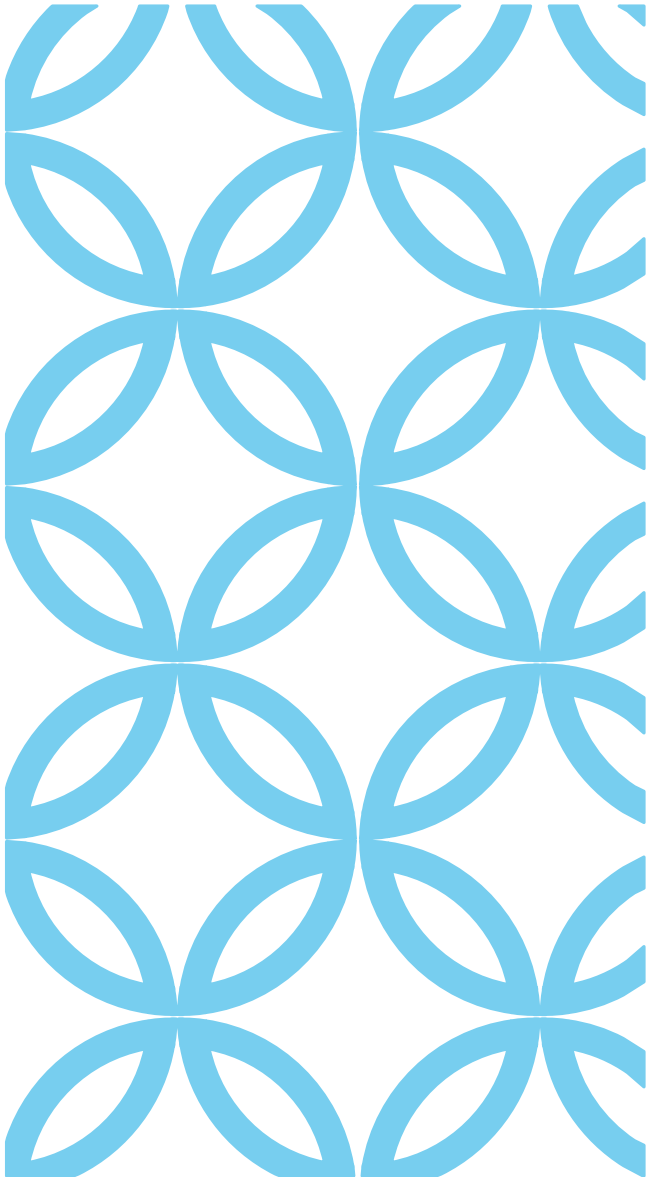
HOW TO WRITE RIGHT?



1. PURPOSE

2. STEP

3. LANGUAGE



1. Be clear of what is the purpose of the paper

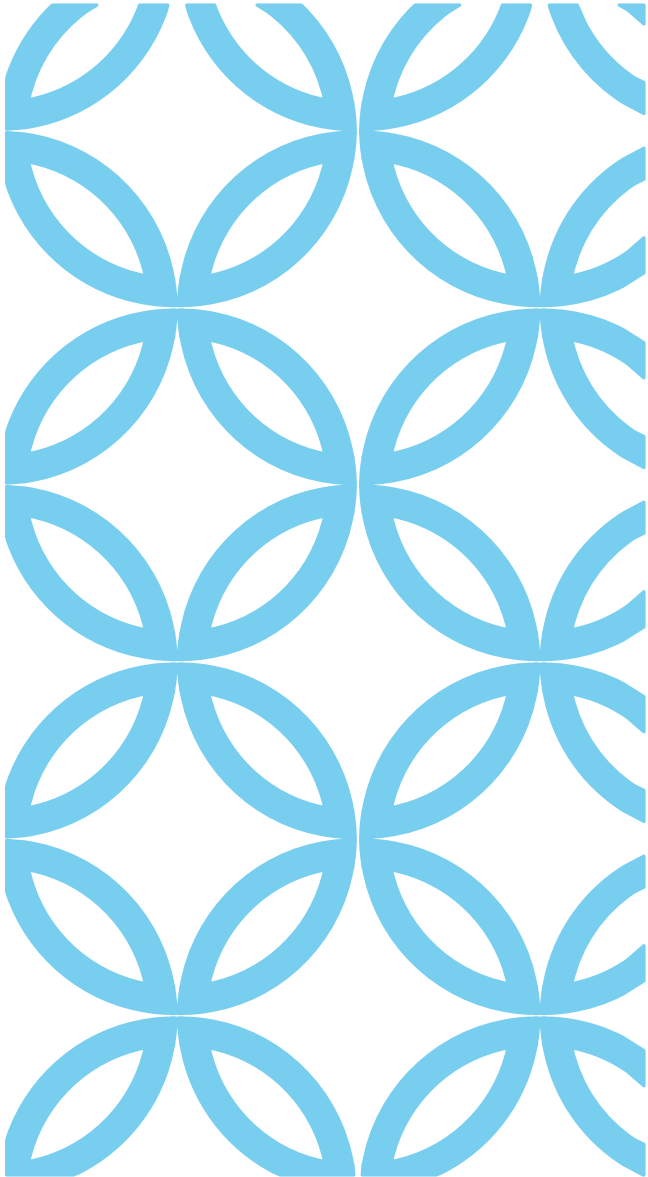
Narration – to tell a story – story books, novels, biographies, anecdotes – the easiest

Exposition – to inform, to explain, to give instructions, to demonstrate procedures, to classify – encyclopedia, news, reports, manuals, research papers – the most common

Description – to describe, to put picture into words – photos

Persuasion – to show cause/effect, to tell problem/solution, to influence, to change/influence perception – policy papers, proposals, concept papers, advertisement, essays - the toughest – knowledge, convictions, logic, and technical skill.

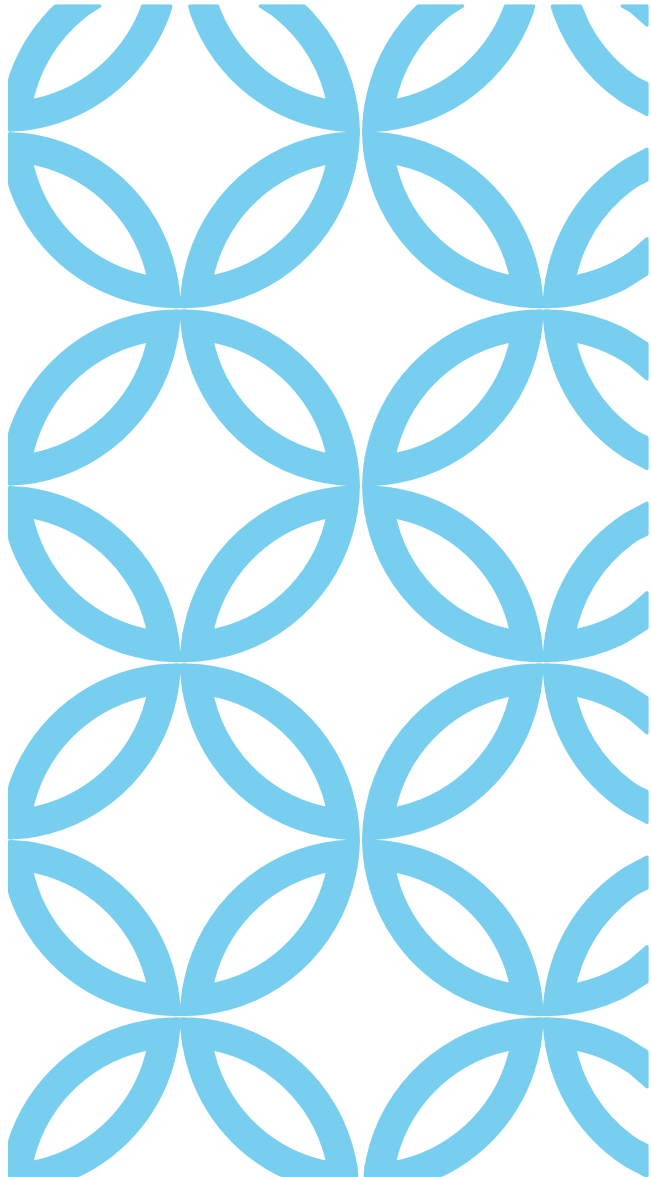
THE PURPOSE OF WRITING



The steps:

1. Determine the reader and purpose, decide on the tone if necessary
2. Plan - brainstorm; research; choose; draft a skeleton;
3. Draft
4. Edit
5. Finalise

THE STEP



Depends on the purpose (and tone if necessary)

First-person – personal - from the first person perspective “I” “We” “Us”
“Our”

I believe the impact of Covid 19 goes beyond individual, societal, and national level. / Covid 19 affect me, my society, and my country

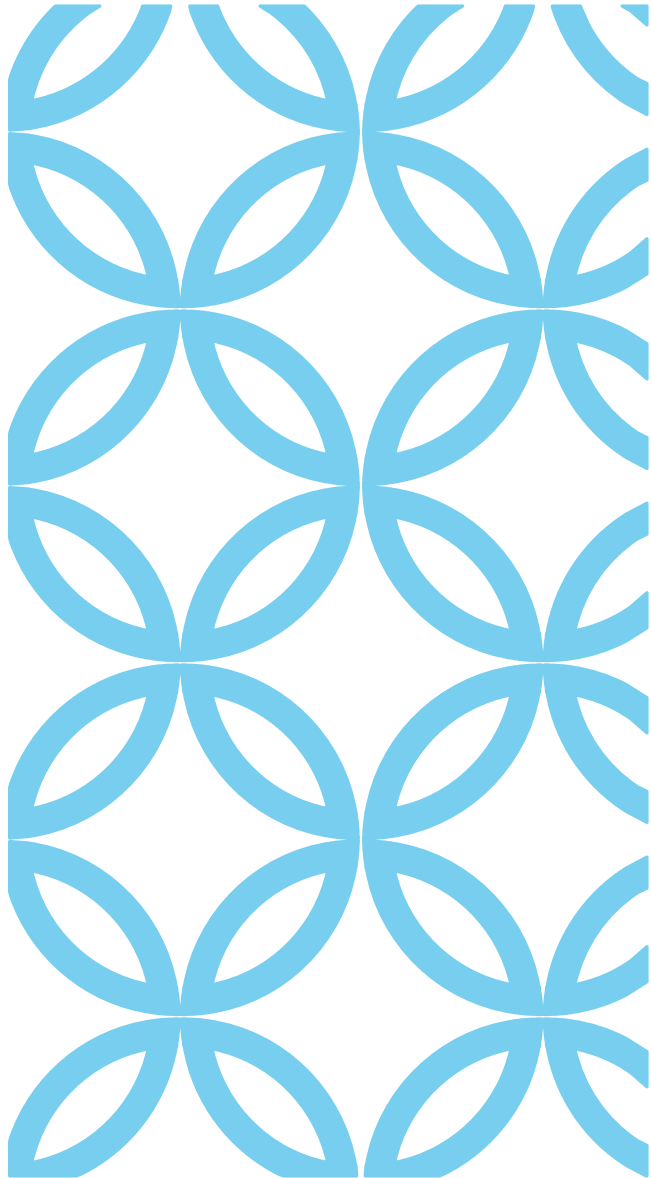
Second-person – writing as if one is interacting directly with the reader/s –
“You” “Your”

You see that the impact of Covid 19 goes beyond individual, societal, and national level. / Covid 19 affects you, your society, and your country.

Third-person – more objective, less personal, focus on subject matter

The impact of Covid 19 goes beyond individual, societal, and national level.

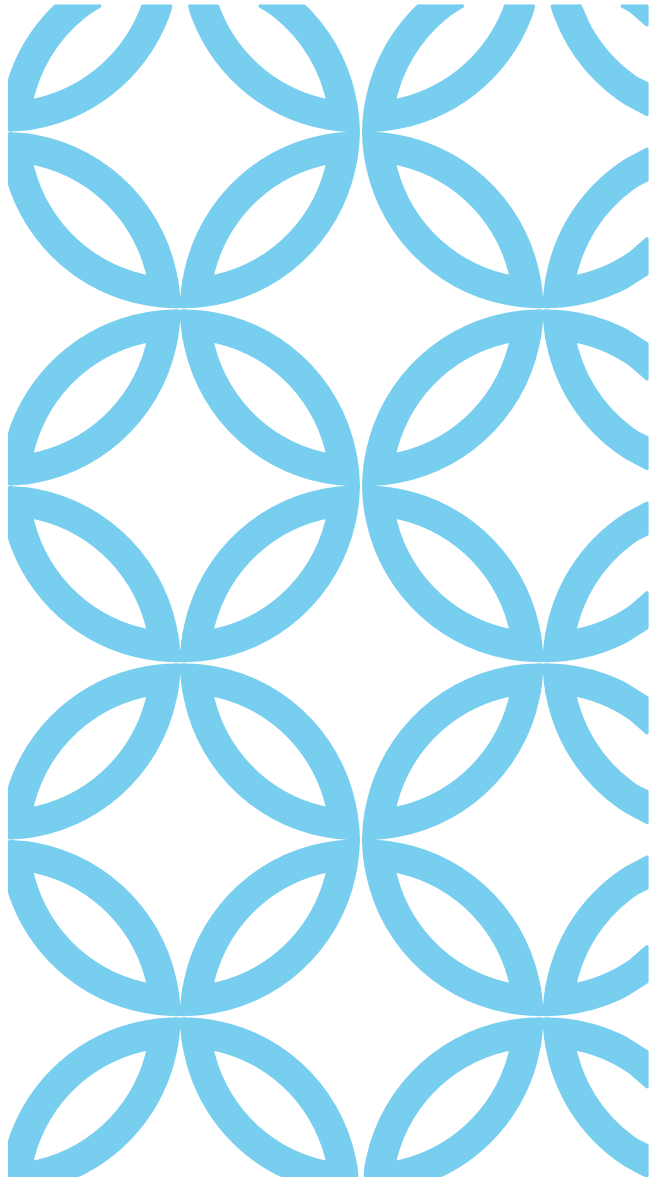
THE LANGUAGE



Tenses

All tenses come into play – it relates to the purpose and type of writing

THE LANGUAGE

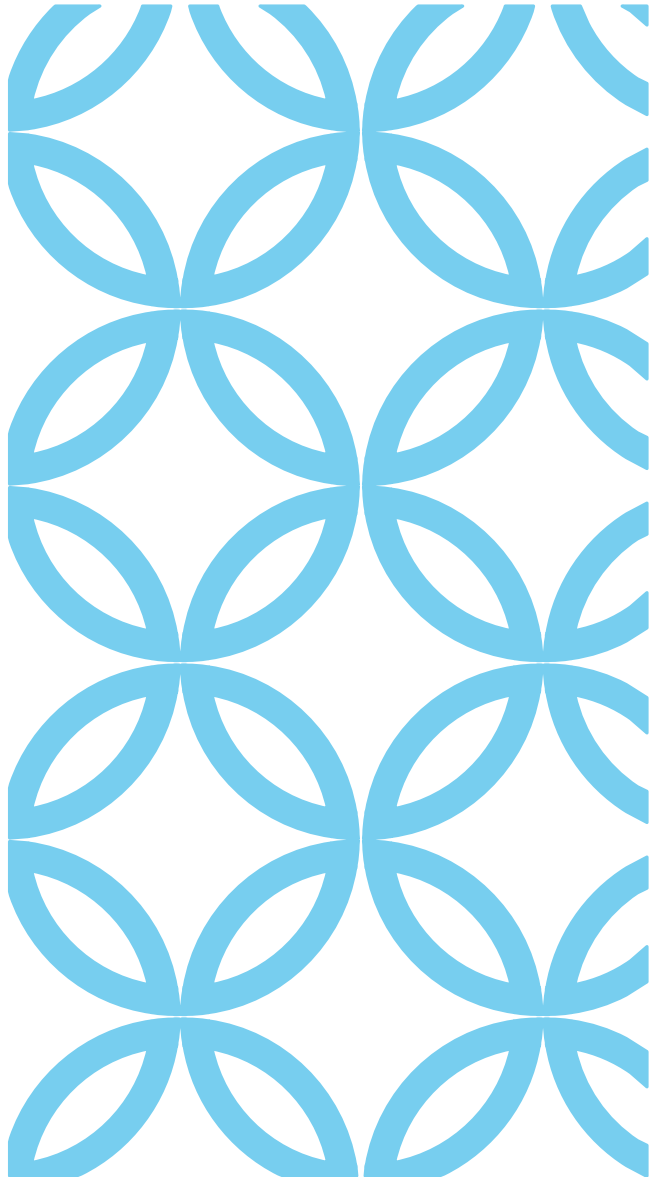


Sentence Structure

All structures come into play – it relates to the purpose and type of writing – opt for straightforward, easy to understand structure

Formality

THE LANGUAGE



Vocabulary

Jargon

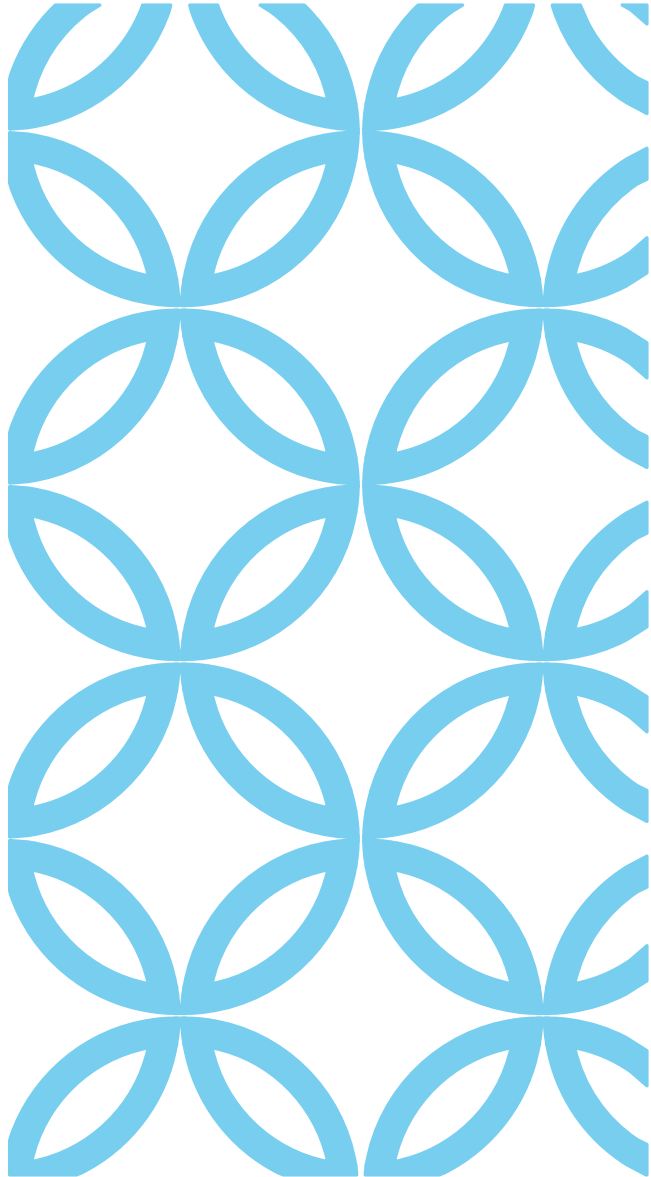
Formality

Scientific / Technical Words

Abbreviation

Slang and Idioms

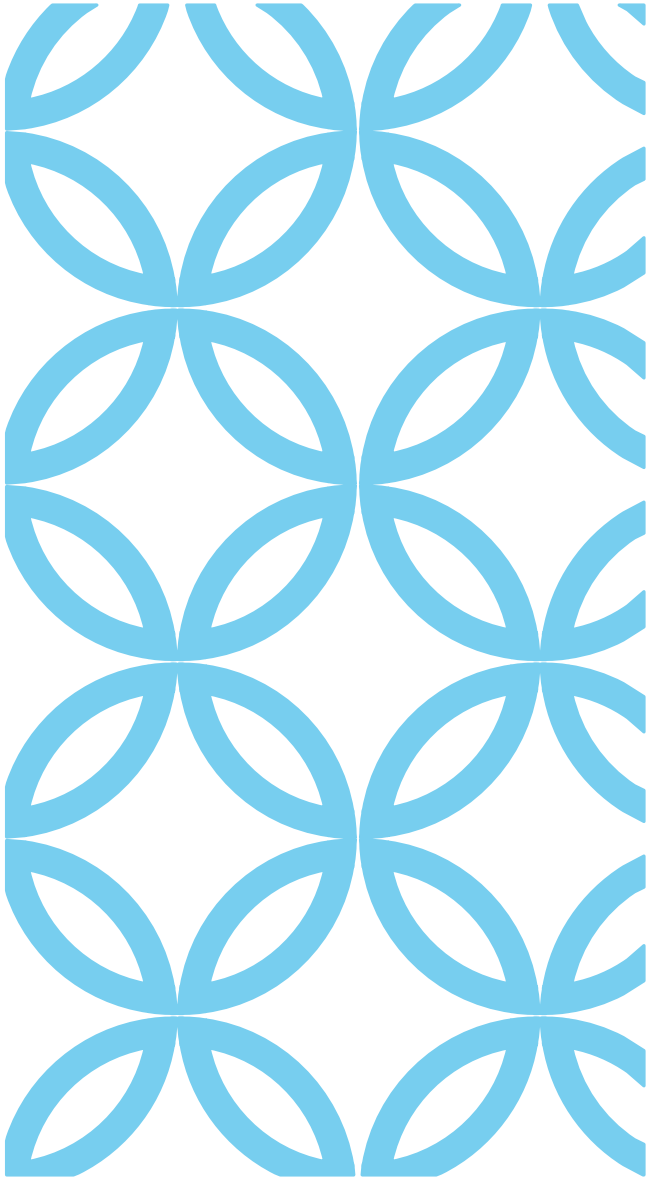
THE LANGUAGE



Grammar

Get the grammar checked

THE LANGUAGE



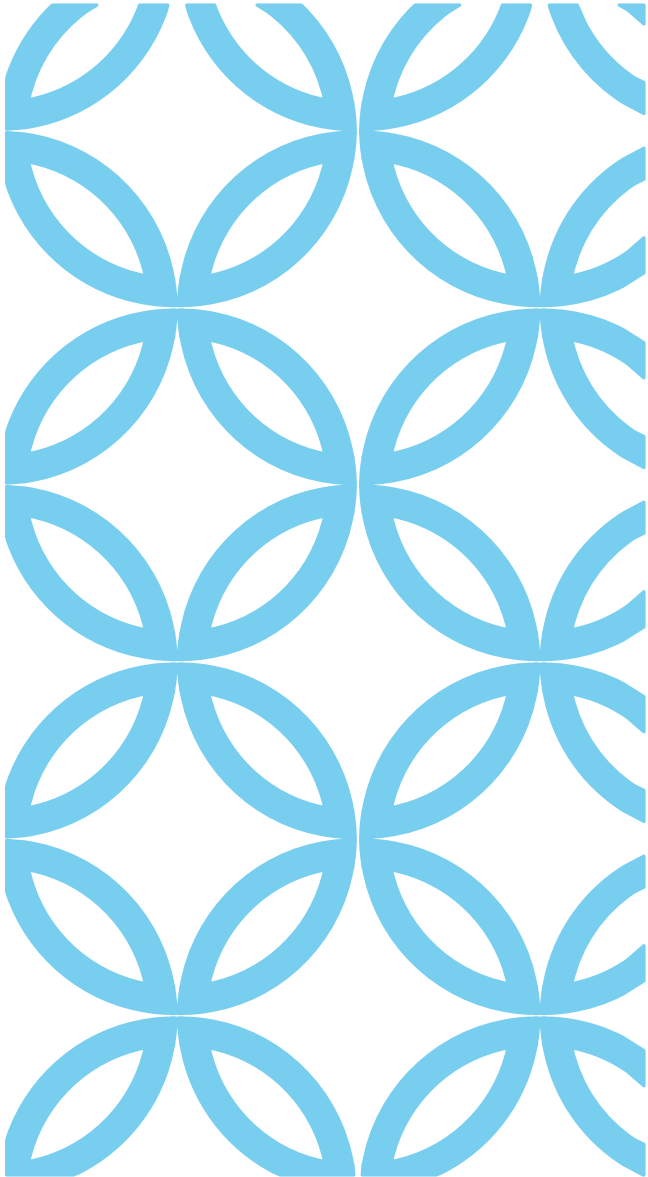
Effective language is :

1. Concrete and specific, not vague and abstract
2. Concise, not verbose
3. Familiar, not obscure
4. Precise and clear, not inaccurate or ambiguous
5. Constructive, not destructive
6. Appropriately formal

THE LANGUAGE

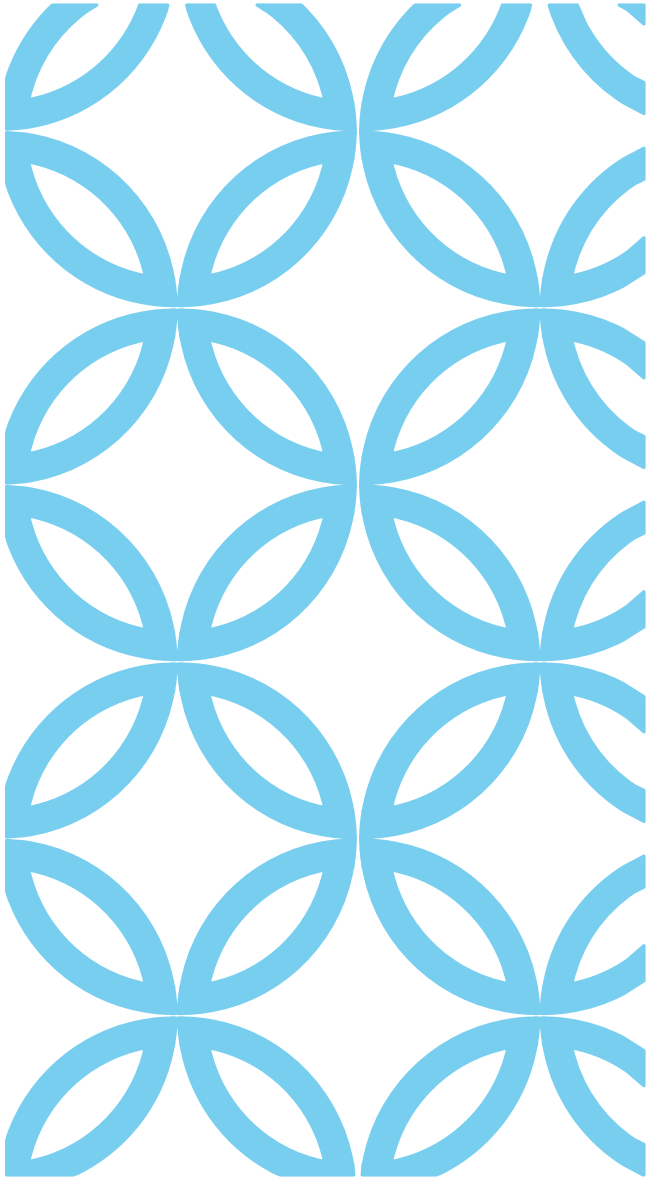
THE QUICK TIPS





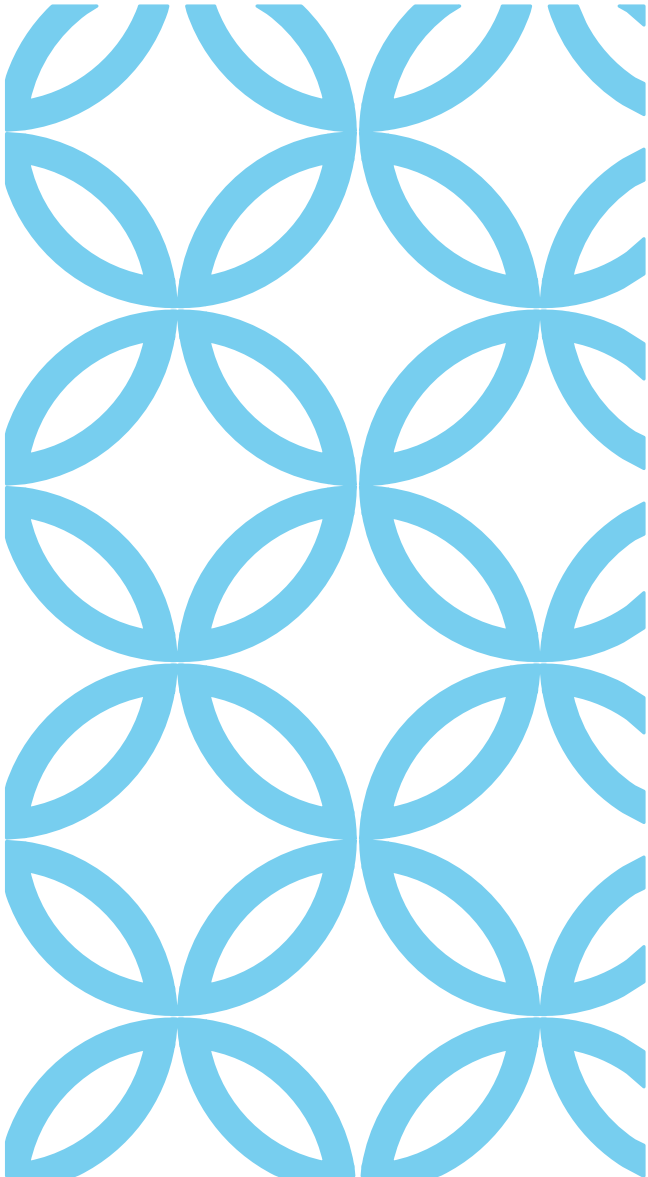
1. Provide an executive summary if the document is lengthy
2. Focus on the core message – information which they need
3. Big picture – give summary
4. Analyse, synthesize, and recommends
5. Write in a way the information can be used verbatim

SOME TIPS



6. Descriptive headings –
Problem Statement, Analysis of Data, Recommended Solutions, Results
7. State action/s when required
8. KISS – Keep It Short and Simple
9. Be careful with technical language and abbreviations
10. Use easy and plain English Language

SOME TIPS



11. Provide footnote and links when necessary
12. Use infographic when necessary – Top Management reads easy-to-digest data
13. When researching, select meaningful data – For e.g. use data from 1000 sample instead of 100 – valid and reliable data
14. 10/30 Rule – Prepare 10-minute material for 30-minute discussion
15. Don't tell stories
16. BLUF – Bottom Line Up Front

SOME TIPS

**POINTERS ON PILOT PROJECT ON GREEN TOURISM PRACTICES IN SEMPORNA
BY TOURISM PRODUCTIVITY NEXUS (TPN)
SUPPORTED BY MALAYSIA PRODUCTIVITY CORPORATION (MPC)
FEBRUARY – SEPTEMBER 2020**

1. **Background:** The upward trend of tourist arrivals from both international and domestic tourists into Semporna is expected to remain constant in the years to come.
2. **Connectivity:** Availability of scheduled flights from 16 foreign destinations and domestic airports has been one of the main enablers for the tourist arrivals. 183 international and 453 domestic flights have made Kota Kinabalu International Airport the second busiest airport in Malaysia.¹
3. **Attractions:** The district is blessed with 49 islands, exquisite marine life, countless diving spots, and beautiful beaches which have transformed the once sleepy town of Semporna into the busy island getaway location.
4. **Latest Development:** Semporna has seen a surge in foreign investors especially from the People's Republic of China into the district who are keen to be part of the district's tourism industry. The state government is supportive of the effort in bringing in the foreign investors as it has been seen as a win-win situation for investors and local people, while the investors gain from the business activities, the locals are provided with employment opportunities, and the district itself develops.
5. **Challenges: Competition with China – Owned Businesses** - In 2018, 593,623 Chinese tourist visited Sabah via 93 scheduled flights from China and several charter flights.² Many are free independent travellers (FITs) who are enthusiastic to explore the state's rich tourism resources.³ Huge tourist arrivals from China is one of the main reasons for investors and businessmen from the China to set up businesses across the tourism value chain mainly tour operators, tourist transportation and accommodation. Their establishment has created competition with the locally owned businesses.

Uneven Playing Field Between Local Large and Small-Time Businesses - Large companies have more financial strength and resources to invest in quality service and delivery as well as better promotion and marketing efforts which yield encouraging sales, more tourists/clients, and better access to high-end tourism attractions/accommodations.
6. **Potential Solution: Collaboration and Collaborative Competition** - Collaboration and engagements between large companies/ China-owned companies and local businessmen/small-time companies helps competitors to understand their strengths and

¹ <https://www.nst.com.my/news/nation/2018/04/363647/tourism-boom-sabah>

² www.sabahtourism.com/statistics

³ <http://kepka.sabah.gov.my/luxury-yacht-boost-to-semporna-tourism/>

weaknesses and move towards one common goal – to boost the tourism industry in Semporna. Malaysia Productivity Corporation (MPC) through Tourism Productivity Nexus (TPN) can play the role to provide the platform for relevant parties to meet, exchange opinions, transfer knowledge, address the issues and challenges, and work for solutions.

7. **Challenges: Sustainability** - The issue regarding sustainability and cleanliness in Semporna has been for quite some time. Improper garbage disposal and sewage system have impacted not only the town of Semporna as the gate to the islands, but also the islands themselves. At the Semporna jetty, rubbish is visible, and in small islands, much is seen at the shore of the islands. While the problem is caused by both tourists and locals, the rubbish has also been washed up from as far as Kota Kinabalu. Some tourists' behaviours have also jeopardised the marine life and coral surrounding the islands.
8. **Potential Solution: Standard and Certification Programme, and Behavioral Insights Initiative** - Tourists' behaviour towards the environment and conservation of nature can be tackled by initiatives by applying Behavioral Insights strategies. A full study on specific behavioural patterns which give the negative impacts to the environment may be conducted in finding the best specific solutions to address the behaviour. In addition, behavioural patterns of the locals may also be looked into and similarly more suitable solutions may be done to change the locals' behaviour and attitude towards environment and nature.

As for the tour operators, **a standard prescribing the criteria towards sustainability and green practices may be developed.** The standard may benchmark the practices and standards by other countries in terms of conservation of natural resources. A certification programme based on the standard can be developed and companies complying to the standards will be awarded the certificate of excellence.

9. **Challenges - Security** Security at certain islands such as Selakan Island may impose a threat to Semporna's tourism industry. Some well-established resorts have been equipped with security measures to caution the authorities in case of emergencies. However, the cost of installing a good security system is a burden to small-time lodging facilities and homestays.
10. **Potential Solution/s and Impact – Collaboration With the Relevant Authority** Collaboration with authorities is needed to address this issue. One of the possible solutions is to set up security centres in certain islands to hasten the response time to emergencies.
11. **Conclusion** - Tourism Productivity Nexus (TPN) with support from Malaysia Productivity Corporation (MPC) is ready to work on the possible solutions to boost tourism in Semporna. The pilot initiative in Semporna will be replicated on other venues in the future.