



Interactive Virtual Training and Motivational Keynotes



Shirley's Virtual Programs

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INTRODUCTION

For over two decades, I have been providing onsite and online training for organisations in Singapore, around Southeast Asia, and beyond. When the global pandemic caused mayhem for everyone, I realised I must transform all my training and speaking programs for the virtual world.

I relished this challenge, and it seriously reignited my passion for making learning engaging, practical, relevant and fun, whatever the medium. I worked hard to put the same level of energy and engagement from my onsite training into my interactive virtual programs.

With high energy, consistent engagement, using a variety of virtual tools, and of course great content, it's possible to keep everyone focused, engaged, enjoying the learning, and having fun too! And I'm thrilled with the great results and feedback I've received.

One of the many things I've learned is that, in the virtual world, less is more. Shorter, targeted programs are more effective for engaging busy people.

For my **email and business writing training**, many companies prefer a modular approach, choosing a selection of the most relevant 90-minute modules for their teams, running one session every week, or often twice a week.

Of course, I'm happy to do **half day or full day** programs too. Just let me know and we'll look at customising something just for you.

For my **motivational keynotes**, 45-60 minutes work well.

You'll find all my key programs in this brochure, and of course I can customise a program to meet your specific needs, whether virtual or onsite.

Here's wishing you a safe, healthy, and successful 2022!

Shirley Taylor



WHY TRUST ME FOR YOUR VIRTUAL TRAINING?



Engagement

There is very little from my face-to-face training that I cannot take into the virtual world. I work hard to provide the same quality experience and high level of energy and engagement in my virtual training. Client satisfaction so far has been 97-99%.



Technology

I love the functionality of **Zoom**, and I make it my mission to keep participants engaged from start to finish. I encourage everyone to turn on their videos, because this creates a higher level of connection. I also use all the tools that Zoom offers, including voice, chat, annotations, polls, and breakout rooms. We'll also use other online apps such as Mentimeter to create more interactivity. so participants will need their mobile phones.



Security

I take security seriously, and implement all security measures to make sure participants have a positive learning experience. We will send everyone the private link and instructions a few days before the training, and hold them in a waiting room while checking before admitting them to the session.

Reference Guides



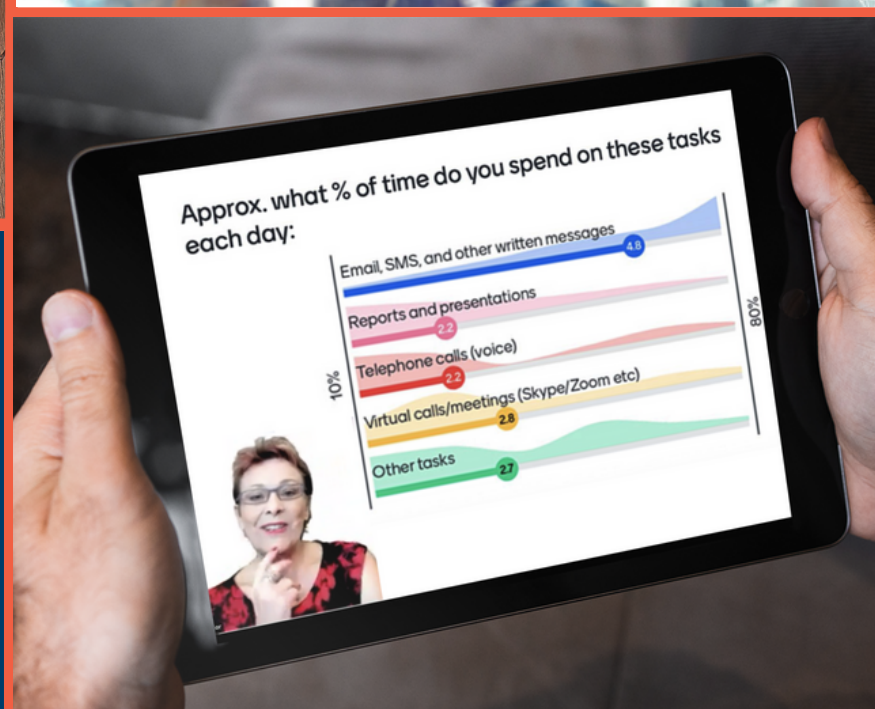
In onsite training, I would issue a comprehensive printed workbook to all participants so they could take notes and follow along. In my virtual training, it works best to encourage everyone to be focused and participate actively, taking notes as they go along. After the session, I will send everyone a very detailed, colourful reference guide covering all the key learning points from the session.





Section 1

EMAIL AND BUSINESS WRITING



WRITTEN COMMUNICATION

1. READER-FOCUSED WRITING SKILLS

Whether we like it or not, people often judge us on first impressions – our eyes, hair, clothes, age, etc. We can't do this in email, so you will be judged by the quality of your writing.

In this essential session, we identify some common errors in business writing all over the world and how to fix them. Participants will be introduced to the fundamentals and the importance of reader-focused business writing skills.



KEY POINTS

- First impressions are important – in writing too!
- Common errors in business writing today, and how to fix them
- Punctuation matters, to you and your reader
- One pesky punctuation mark that most people are abusing
- Practical work: analysing and improving real business messages

2. WRITING CLEARLY AND CONCISELY

So many people add useless words and phrases to their writing, often unconsciously. These habits may have begun years or maybe decades ago. Today, as working professionals, readers want the opposite – they want you to get to the point.

Wordy messages waste time for both the writer and the reader. In this session, we'll explore how you can respect your reader's time by being clear and concise in your writing, and making every word count.



KEY POINTS

- Getting rid of the 'fatty' words and phrases
- Rewriting jargon and buzzwords into plain English
- Reordering text logically to clarify the meaning
- How to keep it simple but not stuffy
- Practical work: cutting the fat to ensure brevity and clarity

EMAIL ESSENTIALS

3. WRITING THAT WORKS IN 2022, NOT 1922

In our increasingly fast-paced world, email and business writing skills have never before been so crucial. However, too many messages today are unclear, confusing, and long-winded. People are losing hours reading and re-reading messages, missing key information, wasting time, and making errors.

In this essential session, participants will discover the one key thing that most people are doing wrong in their email writing, and how to fix it!



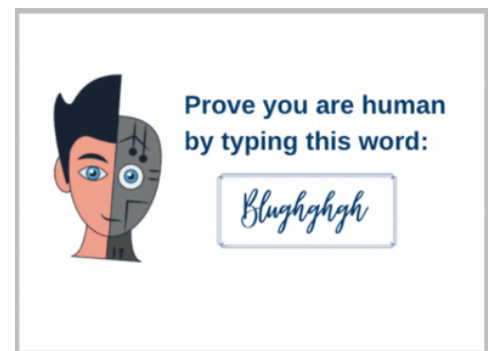
KEY POINTS

- Communication over the years. What's changed? What's not?
- Woe or Wow? What works in emails, and what doesn't?
- How many 'voices' do you have? How many do you need?
- Analysis of today's written language – keep or throw?
- Before Shirley and After Shirley – your turn!
- Practical work: analysing and transforming real business emails

4. BEAT THE BOTS WITH AUTHENTIC ENGLISH

With so much of our communication now being online, it's never before been more important to communicate clearly and connect authentically – in our written messages too. Stakeholders want to know they are communicating with a real human being, not a computer churning out template-style messages filled with yesterday's jargon.

In this session, participants will be encouraged to "prove you are human", especially when writing emails!



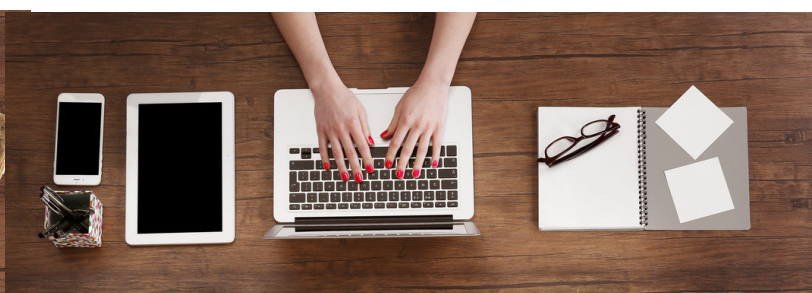
KEY POINTS

- 7 deadly sins of today's business writing
- 6 key principles of writing in Authentic English
- A.I. What does it mean for written communication?
- Robot or human? You guess!
- Shirley's 4 keys for proving you're human in all your writing

1922



2022



EMAIL ESSENTIALS

5. STRUCTURE AND PLANNING: THE SECRET TO GOOD WRITING

One of the common complaints about poor emails is that messages are often jumbled up and badly structured.

Busy business people don't want to have to hunt all over for the key details. It's your job to craft messages logically, with action clearly stated.

Shirley's 4-point plan will help you with everything you write.

KEY POINTS

- Seven deadly sins of planning and structuring messages
- The 4 Ws of planning and structuring your business documents
- Shirley's 4 point plan for crafting great messages
- Chunking information into sections and lists
- B.S. and A.S. (Before Shirley and After Shirley)



6. TOUCH UP YOUR TONE (IT'S NOT WHAT YOU SAY, IT'S HOW YOU SAY IT!)

One common complaint about written messages is how they can seem blunt, disrespectful or impolite. Using the wrong tone could easily damage relationships. Using the right tone will help to influence readers and create a positive impact.

In this session, participants will gain confidence crafting clear, concise, courteous messages that give the right impression and get the right results.

KEY POINTS

- How readers could misinterpret tone
- The impact of the wrong tone and the right tone
- Irritating expressions to avoid
- Words have power – the benefits of positive language
- Practical work warming up your writing



EMAIL ESSENTIALS

7. EMAIL HABITS YOU NEED TO STOP RIGHT NOW

Whenever we enter a new culture, it can often happen that we commit a few blunders. In email, these blunders may give readers the impression that you are lazy or unprofessional. You may be misunderstood. You may offend people. You may take offence where none was intended.

In this session, we'll identify the top email habits that we all need to stop. Together, we'll create an Email Etiquette Toolkit that the whole department or organization can use.

KEY POINTS

- What do your readers really think?
- Identifying our top 10 bad email habits
- Dangers of not stopping these habits
- Good email habits that will help you and your reader
- Creating your own Email Etiquette Toolkit



PERSUASIVE WRITING

8. WRITING TO PERSUADE AND INFLUENCE

Communication is one of the most important keys to anyone's success. Business writing is a large part of that, and it's more important now than ever before. It may be an instant message, a proposal, a report, a business case, a marketing email, instructions. Or it may be one of the 300+ billion emails that fly around the globe every day.

In this session, we look at persuasive writing, and many of the more complex documents you may be expected to write.

KEY POINTS

- The one single purpose of any business writing – to create change
- A 6-step process that will help you to write anything
- Why and how great business writers need to be ruthless
- Applying the 6-step process to reports, proposals, business cases, instructions
- Before and after examples to show the benefit of this 6-step process



PERSUASIVE WRITING

9. POWERFUL AND CHALLENGING MESSAGES

Writing can be the lifeblood of career success. You will face many writing challenges such as giving bad news, saying no to a request, giving constructive feedback, sending messages of condolence or congratulations.

In this session, we'll look at poor writing behaviours that could ruin relationships, and go through useful formulas to help you write powerful and challenging messages.

KEY POINTS

- How to protect relationships by avoiding poor writing behaviours
- 3 golden rules to build instead of break relationships
- Powerful messages that are often overlooked
- Writing challenging messages that help to build trust and respect
- Before Shirley and After Shirley examples
- Practical work: transforming messages to strengthen relationships



10. COPYWRITING THAT SELLS

Copywriting is one of the most essential elements of effective marketing. All businesses need to educate and engage customers, to sell products, to persuade people to take some form of action.

In this session, Shirley will take you past that blank page and help you to write clear, compelling copy. She'll walk you step-by-step through some proven techniques used by the world's best copywriters. You'll also take away some proven formulas so you never have to stare at a blank page again.



KEY POINTS

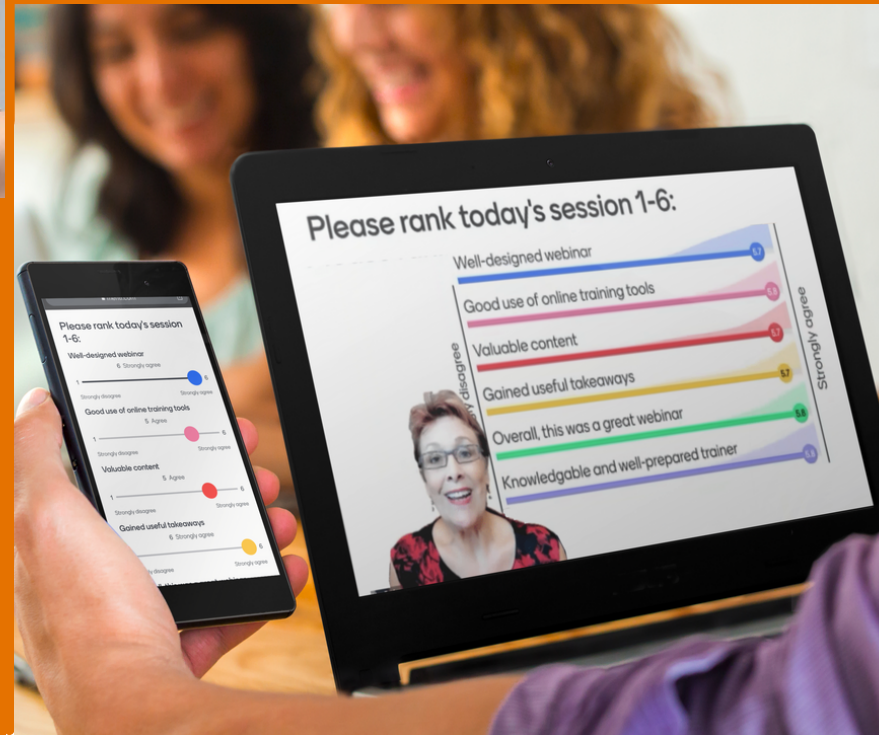
- Eliminate blank page anxiety
- Headlines that will draw people in
- Writing clear, compelling, persuasive copy
- Using power words to persuade and convince
- Useful, easy-to-remember formulas
- Engaging customers, building trust, and ensuring action





Section 2

MOTIVATIONAL KEYNOTES



MOTIVATIONAL KEYNOTES

ROCK YOUR ROLE: EVERYONE CAN MAKE A DIFFERENCE WHATEVER YOUR TITLE

In our constantly changing, increasingly automated world, most people feel pressed for time, pushed for results, and stressed to succeed. In 2020, our world changed even more,. How are all these changes affecting you in today's workplace? What does it mean for your future?

In this interactive session, Shirley shares how you can transform your work and your life by having one thing in mind every day – that everyone can make a difference, whatever your title. So what sort of difference will you make?

Shirley will share some heart-warming stories that will make attendees realise how, within the fast-paced action of our workdays, there are numerous opportunities to impact someone's life.

She will take attendees through her 5-step model that will encourage everyone to add value, and make a positive human difference. Participants will leave inspired to reinvent themselves and really make their mark in our ever-changing world.

KEY POINTS

- What impact is A.I. having on you and your workplace?
- What's it to be? Reinvent or retire? Progress or regress?
- How many golden opportunities are you missing?
- The importance of challenging and changing your mindset
- How to make a positive difference so you really rock your role
- Shirley's 5 keys to success in today's high-tech world



*“Our annual meeting went well, and your **stellar virtual presentation** 'Rock Your Role: Everyone can make a difference whatever your title' partly contributed to that success.*

*Thanks for driving that message home to the team in a **fun and engaging** way. Our team members enjoyed your talk tremendously.*

It was lovely working with you on this. Thank you for customising the content for our audience, and customising the materials with our corporate colours and elements.

Your Quick Reference Guide came as an additional surprise, and will be a helpful reminder to the team.

You definitely delighted the audience! You epitomise 'making a positive difference!'”



Dr. Jerry Chng
Senior Director, APAC Medical Affairs
Head at Kyowa Kirin Asia Pacific

*“Shirley, your keynote ‘Rock Your Role: How to Make a Difference at Work’ was well received with **positive feedback**. You were **high energy and engaging** as always.*

Thanks very much again for the excellent session.”



Georgina Chung
Human Resources,
EZ-Link Pte Ltd, Singapore

MOTIVATIONAL KEYNOTES

CONNECTING THE DOTS TO INSPIRE THE LEADER IN YOU

Have you ever wondered why some people manage to climb the ladder of business success so much easier than others? What were their key turning points that changed their destiny into something greater than they had ever imagined?

Steve Jobs, who dropped out of school but went on to become the brains behind Apple, famously said, "We can't connect the dots looking forward. We can only connect the dots looking backwards."

In this interactive session, Shirley takes you on an inspirational journey as she connects the dots on her own pathway of professional and personal success. In looking back, Shirley shares humorous and heart-warming stories as she reveals some of the key lessons that have helped her to grow.

Together, you will then 'connect the dots' to discover the common elements that took Shirley from secretary in Sheffield to trainer in Singapore, international bestselling author, and trusted global speaker.

These same lessons can help YOU to navigate change, stay positive during challenging times, and create new opportunities for growth and success.

KEY POINTS

- My key turning points, and the lessons learned.
- Moving out of your comfort zone into growth zone.
- We don't grow when things are easy. We grow when we face challenges.
- One opportunity could change your life.
- You can be a leader whatever your title.
- The importance of cultivating connection and collaboration.
- New essentials for workplace success in our high-tech world.



"I recently had the good fortune to be able to see Shirley Taylor live on stage in Singapore.

She is an incredible speaker, and it's not just because she has amazing skills to inspire, entertain and educate her audience, but when Shirley speaks on stage you have a sense that she has a real heart.

Shirley connects on a very emotional level with her audience, with huge humanity. I'm a huge fan of Shirley, and I would highly recommend her."



James Taylor
Keynote Speaker on Business Creativity, Innovation and Artificial Intelligence

"It was great working with Shirley when she conducted her virtual keynote Connecting the Dots to Inspire the Leader in You for our 800+ audience in Malaysia.

Shirley's session was brimming with insights, infectious with great persona, and she created a positive long-lasting impact. She's a great motivator!"



Glory Liu
Project Manager,
Shell SBOKL, Malaysia

MOTIVATIONAL KEYNOTES

IT'S 2022, NOT 1922! PROVE YOU'RE HUMAN WHEN YOU WRITE!

Over the last few decades, the world and everything in it has changed enormously. Hairstyles change. Fashions change. Even cartoon characters evolve over time.

But there's still one major area of our lives where so many people are stuck in the past. This is something that billions of people are doing every day – and it happens when people put their fingers on the keyboard to write!

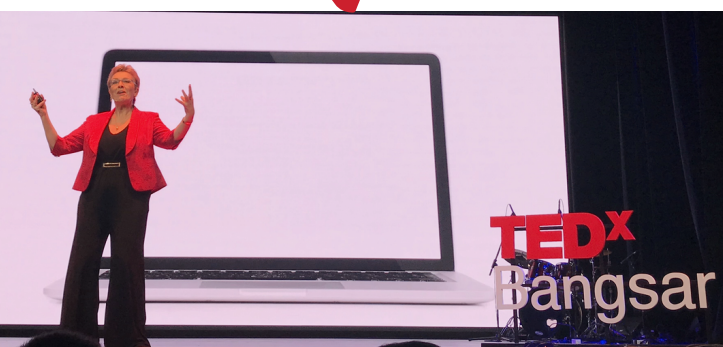
Former secretary from the UK, Shirley is now an international author of many communication and business writing books. In this fun and interactive session, she takes a look at communication styles over different eras, and how so much has changed, yet so much has not changed.

Many people will be able to relate to the insights and humorous stories that Shirley shares. While encouraging participants to embrace change as our world becomes even more high-tech, Shirley will encourage everyone to “prove you are human” in more ways than one, especially when you write!

KEY POINTS

- Communication in different eras. What's changed? What's not?
- Technology has advanced so much. What about our writing?
- Impress or express – what do you try to do when you write?
- How many 'voices' do you have? How many do you need?
- Let's hear your authentic voice instead of template jargon
- Robot or human – can you guess?
- Shirley's 5 keys to writing like it's 2022 not 1922!

Just click on this image,
or point your camera at
this QR code



Comments on my TEDx talk on YouTube (on which this talk is based)

“Thanks Shirley for sharing this talk.

*With the way AI's are taking
over repetitive jobs, your talk is
thought-provoking. Your message
is powerful with actionable
takeaways to make human
connections.*

*Well-presented, while having all
the fun in Shirley's style!”*

*“Great talk Shirley.
I particularly like the challenge
to people at the end.
I'll remember to prove that
I am human!”*

*“I really like this. It made me
think about how I try and touch
people. I realised how much I
have been doing it on a device
with no emotion.
Got to do better.”*

*“Simple language for clearer
messages and closer connection.
Thank you for the great talk!”*

*“The moment she started speaking,
I started smiling.
That's the whole point of
being here, right?
So enjoyed this talk and
her energy!”*

MEET SHIRLEY TAYLOR



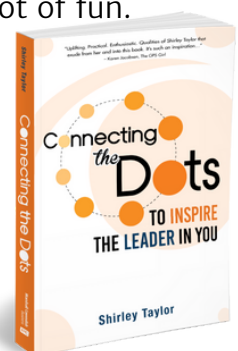
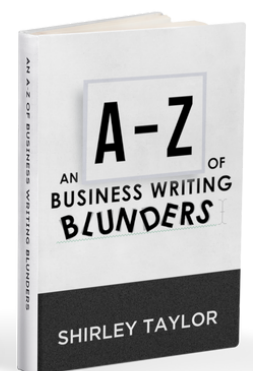
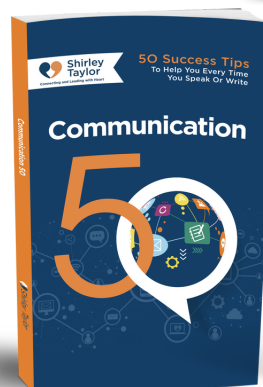
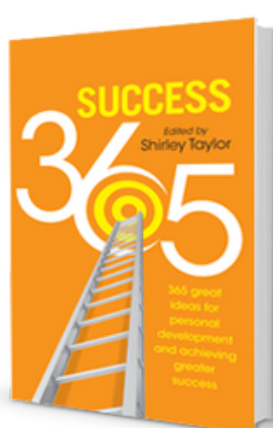
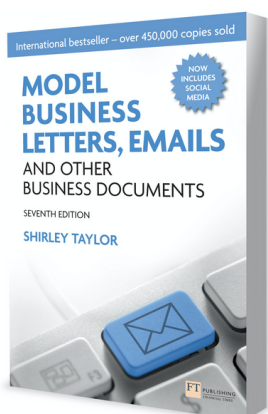
**International Bestselling Author
Email and Business Writing Specialist
TEDx Speaker and Trainer**

Shirley has been a trusted member of the professional speaking and training community for many years. She was 2011–12 President of Asia Professional Speakers Singapore. She also served on the board of the Global Speakers Federation for four years, becoming the 21st President of the Federation in 2017.

Originally from the UK, Shirley has lived in Singapore, Bahrain and Canada. Her speaking and training has taken her all over the world. Quickly discovering the challenges of communicating across cultures, she has always enjoyed helping others to communicate more effectively in the workplace. Her passion eventually led to writing books for many international publishers. Shirley's international bestselling book *Model Business Letters, Emails and Other Business Documents 7th edition* has sold over half a million copies and been translated into 17 languages.

Author of 17 books now, Shirley is widely-regarded as a leading authority in business and email writing skills. She is a high-energy, high-content speaker and trainer who educates, inspires and motivates individuals to develop better relationships when speaking and writing. She puts a lot of passion and energy into her presentations to make sure they are entertaining, practical and informative, as well as a lot of fun.

After a journey that has taken her from secretary in Sheffield to global speaker and trainer in Singapore, Shirley recently put her collaboration and leadership lessons into her new book. *Connecting the Dots to Inspire the Leader in You* was published in September 2020 by Marshall Cavendish International.



WHAT CLIENTS SAY ABOUT SHIRLEY

Thank you so much for such a powerful and wonderful training. I thoroughly enjoyed the sessions with you.

I will definitely apply the new strategies to my writing. Your TEDx talk was so great too. I loved it.

I hope people will be more influenced by you, and our old habits of boring emails will eventually go away.

Your training is one I will remember for many years.

Kay

Email from participant after virtual training, Sept 2021

Please use one word to describe this session:



Feedback from *Email Writing That Works* virtual training, Aug 2021

"Shirley's virtual keynote was brimming with insights, and infectious with great persona."

Shirley created a positive, long-lasting impact on me. She is a great motivator!"

Glory Liu
Project Manager
Shell SBOKL, Malaysia

"Shirley's training around simplifying written communication to make it clear, personable and focused has received the most positive feedback for any external training we have ever run for our staff."

I regularly hear about how this has changed the way my colleagues write.

The really practical, hands-on and engaging manner of her workshops cemented the learning and quickly developed confidence. Highly recommend!"

*Claire Firat, Head of L&D, UWCSEA
after two half-day virtual sessions on
Business Writing That Works, August 2020*

"I have never attended a virtual training that was so energetic and cheerful with great interaction!"

Shirley not only kept us awake and focused, but also her materials are useful and practical to my daily work, and easy to remember!"

Overall, I am happy with my experience of this course



*Screenshot from feedback report
Communication that Works
virtual training
June 2020*



See Shirley's
other
recommendations
on LinkedIn



Our annual meeting went well, and your stellar presentation "Rock Your Role: Everyone can make a difference whatever your title" partly contributed to that success. Thanks for driving that message home to the team in a fun and engaging way. Our team members enjoyed your talk tremendously.

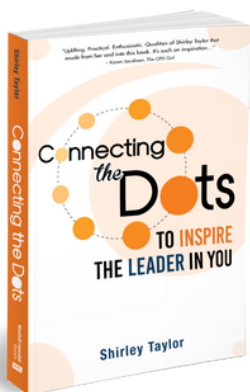
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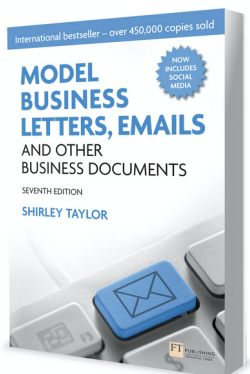
Jerry Chng
Senior Director, APAC
Medical Affairs Head at
Kyowa Kirin Asia Pacific
December 16, 2020, Shirley
was a client of Jerry's

SOME OF SHIRLEY'S BOOKS



Connecting the Dots to Inspire the Leader in You

Practical insights, down-to-earth advice and practical tools that will help people everywhere to navigate change, unlock their true potential, and drive their own success. Shirley also includes inspiring insights from global leadership experts who share their own personal turning points and the lessons they learned.



Model Business Letters, Emails & Other Business Documents 7th edition

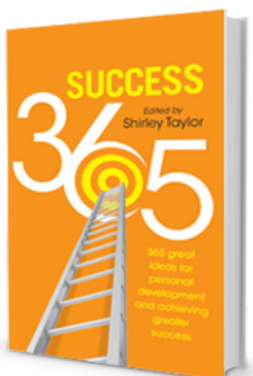
Over half a million copies sold worldwide, and translated into 17 languages. This book has firmly established itself as the definitive guide to clear and effective business writing.



Email Essentials

How to write effective emails and build great relationships one message at a time

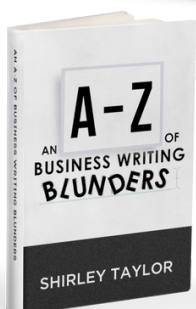
This is your step-by-step guide to crafting simple yet effective emails for any situations. Learn how to write and structure messages, create online rapport, touch up your tone, build trust, and much more. Also includes sample emails and useful formulas for persuasive and challenging messages.



Success 365

365 great ideas for personal development and achieving success

Success 365 contains an idea a day, one for each day of the year, that will give you all the tools and strategies you need to become more effective and successful. Compiled and edited by Shirley Taylor, with contributions from 9 leading experts.



A-Z of Business Writing Blunders

A compilation of common errors, cliches, bloopers and blunders that we see regularly in business writing today. The advice in this little book will help you write more accurately, clearly, and concisely.

OUR GLOBAL CLIENTS

AIRLINES

Singapore Airlines
Scoot

ASSOCIATIONS

American Chamber of Commerce and Industry
American Club Singapore
Asia Pacific Speakers Singapore (APSS)
Association of Professional Trainers Singapore
NordCham (Philippines)
Prime Time Professional Women's Association

BANKING, INSURANCE AND FINANCE

Allianz Insurance Management
Asia Capital Reinsurance
AXA Insurance
Bank Julius
Bank of Singapore
BNP Paribas
Citigroup (Malaysia)
Credit Agricole CIB
GIC Pte Ltd
HSBC
ING Bank
KPMG Singapore
Manulife Insurance Singapore
MFS Investment Management
MSIG
Platts McGraw Hill Financial
Prudential Insurance
Royal Bank of Canada
Standard Chartered Bank
Societe Generale
Standard Chartered Bank
Sumitomo Corporation
United Overseas Bank

ENGINEERING

Cargill
Skyworks Global
Surbana Jurong
Woh Hup Pte Ltd

EVENT MANAGEMENT

Geniecast
ITMA Services
Quest (Malaysia)
Vigor Training Academy (Kuwait and Dubai)

FOOD & HEALTH

Cargill Asia Pacific
Cold Storage
Danone Singapore
Integrated Health Information Systems
NTUC
NUHS
Roche
Singapore Health Services

HOTELS AND HOSPITALITY

Hilton Hotel Singapore
Swissotel

LOGISTICS

DHL
International SOS
Pan Asia Logistics

MEDIA and ENTERTAINMENT

Mediacorp Pte Ltd

PETROCHEMICAL, OIL AND GAS

Chevron
Sabic
Shell Malaysia
Singapore Petroleum Company
Sumitomo

PHARMACEUTICALS

Kyowa Kirin
Mundipharma
Roche

PUBLISHING

John Wiley and Sons

REAL ESTATE and PROPERTY

City Developments Singapore
Far East Organisation
Keppel Land Singapore
Wheelock Properties

SCHOOLS and UNIVERSITIES

Canadian International School
Singapore Management University
United World College of Southeast Asia

TECHNOLOGY and DIGITAL

Fuji Xerox Co Ltd
Qorvo
Tigerspike
Ubisoft

TELECOMMUNICATIONS

M1
NCS (Singtel)
Singtel
StarHub

TRANSPORT/TRAVEL

Abacus International
Comfort Management Pte Ltd
EZ-Link Pte Ltd

WILDLIFE

Wildlife Reserves Singapore

For over 10 years, Shirley organised regular public workshops through her company STTS Training Pte Ltd. Hundreds of companies from a wide range of industries have sent participants to Shirley's popular public workshops.

KEEP IN TOUCH



www.shirleytaylor.com



shirley@sttstraining.com



facebook.com/shirleytaylorauthor/



linkedin.com/in/shirleytaylor/



twitter.com/shirleytaylorst/



instagram.com/shirley.taylor.st/



youtube.com/shirleytaylor88/



Just click on this
image, to watch my
TEDx talk

Please watch my TEDx talk



**Don't write like a robot!
Prove you're human!**
(Yes, I dance!)



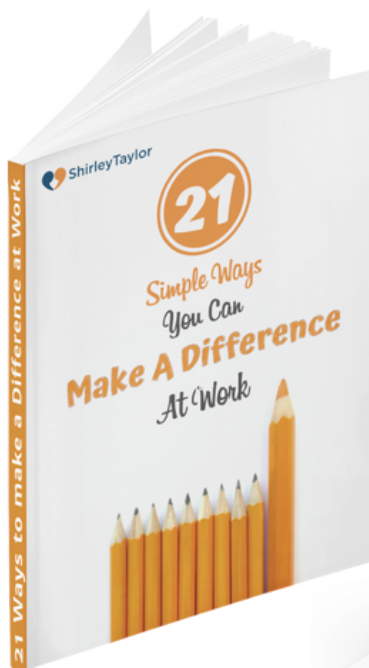
SOME OF SHIRLEY'S FREE RESOURCES



Checklist:

Top 10 Reasons Why Your Writing Style Isn't Working, And What You Can Do About It

Point your camera at this QR code:



Ebook:

21 Simple Ways You Can Make A Difference At Work

Point your camera at this QR code:

