



BUSINESS WRITING ESSENTIALS

- ✓ **Clear**
- ✓ **Concise**
- ✓ **Correct**
- ✓ **Captivating**

BUSINESS WRITING ESSENTIALS



The 4 C's



NUMBER OF PARTICIPANTS

6 -10 people



LENGTH OF COURSE

2 days: 9.00 – 12.30, lunch with the trainer, 13.30 - 17.00



TARGET POPULATION

Anyone wishing to improve the clarity and the impact of their writing in their professional life



LEVEL OF ENGLISH REQUIRED

B1 minimum (CERL)

OBJECTIVES

✓ The aim of this course is to improve YOUR BUSINESS WRITING SKILLS.

It does this by

- helping you to write more quickly, clearly, correctly and efficiently
- identifying how to choose the right expressions and the appropriate register for your correspondence
- targeting the reader as well as the content

CONTENT

Day 1

Document review and personal experience
Analysing the structure and form of each type of document
Situational correspondence: choosing the right format
12 basic tips
Devising templates adapted to specific situations.
Analysing participants' documents to highlight strengths and weaknesses
Chain writing exercise
Useful expressions and formulae
Respecting grammar rules

Day 2

Feedback on individual work
Choice of register: adapting to your correspondent?
Executive summaries and reporting
Structure and clarity
Avoiding recurrent mistakes
Adding nuance to your documents
Practice through a chain writing exercise with feedback.

TRAINING APPROACH

- Learning writing techniques through theory and concrete examples
- Acquiring the language linked to different forms of writing through role-plays and experiential learning
- Analysing successful and less successful examples of correspondence
- Preparing and drawing up documents, with feedback from peers and the facilitator



Facilities required :

1 main training room

+ 1 small room for sub-group activities

Flipchart

Videoprojector

COURSE PRICE:	€ 3 600,00 (+VAT 20% where applicable)
TRAVEL	Europe – economy class standard flight
HOTEL & CATERING (if not Paris)	2/3 nights – Well-rated hotel including breakfast and dinner
Other costs	Taxis...

The extra costs relating to travel and hotel/catering vary between €600 and €1 200 per course in Europe depending on dates and destinations. A detailed quote can be sent on request

Headquarters: 9 rue Ganneron, 75018 PARIS

Training rooms: 36-38 avenue de Clichy, 75018 PARIS



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