



## **BUSINESS WRITING ESSENTIALS**

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

# BUSINESS WRITING ESSENTIALS



## The 4 C's



### NUMBER OF PARTICIPANTS

6 -10 people



### TARGET POPULATION

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



### LENGTH OF COURSE

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



### 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**

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

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