



IMPACTFUL BUSINESS WRITING

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

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NUMBER OF PARTICIPANTS

6 -10 people



LENGTH OF COURSE

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



WHO IS THIS TRAINING FOR?

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



LEVEL OF ENGLISH REQUIRED

B2 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



IMPACTFUL BUSINESS WRITING COURSE PRICE

€ 700.00€ HT per participant for inter-company* groups
- maximum 8 participants

or

€ 3 600.00 HT per intra-company* group
-maximum 10 participants

* **inter-company** – participants from multiple companies **intra-company** – all participants from the same company

Our Corporate Training Courses are held at our offices or at our clients' offices in Paris. Requests for training outside of the Paris region are welcome. Travel and accommodation for courses outside of the larger Paris area are not included in the Course price and will be subject to location.



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