

Boosting business writing skills in English



Target audience

Employees and managers who need to communicate in written English



Prerequisite

3,00 / 5,00 (CECR : B2)



Objectives

At the end of the training session, participants will have the tools to:

- Avoid cultural and linguistic misunderstandings by improving the clarity and precision of their messages
- Adapt their writing to different contexts by using standard sentences
- Make their written communication more effective and convincing by using a richer vocabulary



Added value

- Conducted by an English-speaking facilitator from the business world
- Teaching method mainly based on oral expression and role plays
- Practical applications in the learner's professional context
- Linguistic certification test (in the case of a CPF)



Accessibility

All our training courses are accessible to people with disabilities. Each training project will be the subject of a case study by our teams, in order to adapt the training program.

PROGRAMME OUTLINE

REVIEWING THE FUNDAMENTAL RULES FOR OPTIMIZING WRITTEN COMMUNICATION IN ENGLISH

- Identify and eliminate common vocabulary, grammar and syntax errors

UNDERSTANDING THE DIFFERENCES BETWEEN DIFFERENT TYPES OF WRITING

- Examine the different types of professional writing (e-mail, reports, articles, minutes, etc.)
- Acquire the basic elements, key phrases and standard formulas for each type of professional writing
- Analyze the differences in structure and tone, know how to adapt the level of formality
- Take into account the cultural expectations of your contact to adapt written communication

ENRICHING VOCABULARY

- Adapt vocabulary to the communication medium
- Build a richer vocabulary in Globish to ensure that the message is understood
- Reinforce the impact of your communication by choosing powerful words

ESTABLISHING BEST PRACTICES

- Analyze and apply what you've learned to your own writing
- Create or adjust new standard documents adapted to your professional context



Corporate Training Solutions

Duration: to define.

You wish to organise a specific training course ?

Contact us !



Public Courses

Next available sessions

Duration: 14 hours



July 23 & 25, 2024, remote session

1490 €HT/pers. Training session held in



September 21 & 22, 2024, Paris

1610 €HT/pers.* Training session held in

* (Technical fees and lunch included)