



Writing fluently and effectively

Writing to convince

Objectives:

- Acquire the essential tools for effective, professional writing
- Framing your message
- Structure your writing rigorously around key messages
- Making your message attractive and captivating
- Adapting your message to the style of professional writing

Contents:

- A 3-phase methodology, applicable to all professional writing:
 - Framing
 - Structuring
 - Style
- A 5-question framework
- Choosing a logic
- The nuances of vocabulary adapted to the professional environment
- The main categories of professional writing and their characteristics: emails, letters, reports, etc.

Duration: 2 days

Public and prerequisites: All audiences - no prerequisites

Price: Upon request

Quilotoa learning method:

Based on theatrical techniques, active and practical, it aims to give each participant the autonomy that is essential for lasting progress. Theoretical points of reference, passed on interactively, complement the practical exercises to help participants grasp the material.

Assessment:

Ongoing assessment: as the course progresses, during the various simulations.

At the end of the course: on a summary exercise.

After the course: via an online form.

People with disabilities:

Our head office welcomes people with reduced mobility.

For further information, please contact our disability officer :

n.barbey@quilotoagroup.com