

Course : Give impact to your professional writings

Practical course - 2d - 14h00 - Ref. CRI

Price : 1610 CHF E.T.

★★★★☆ 4,6 / 5

To establish credibility as an expert, it is essential to express yourself clearly and effectively in writing. This course is designed for those wishing to acquire the methods and techniques to produce convincing and attractive texts in a variety of professional situations.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Master the tools and methods for structuring your writing
- ✓ Present your ideas and convey them clearly
- ✓ Energize and add value to your messages
- ✓ Write in a synthetic and captivating way

Intended audience

Anyone with a basic command of professional writing.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Writing training. Methodological advice. Building a toolbox.

Course schedule

1 Reaching your communication goal

- Understand the expectations and motivations of different categories of readers.
- Assess the reader's level of knowledge.
- Discover the context and define your objective.

Hands-on work

Analyze reader profiles and expectations to develop an appropriate communication strategy.

PARTICIPANTS

Anyone with a basic command of professional writing.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

2 Sell your ideas in writing

- Choose the right arguments: logical, contextual, emotional.
- Develop your sales pitch: prioritize your arguments to achieve your goal of persuasion.
- Convincing people to act.

Hands-on work

Write a professional document to convince a customer or manager.

3 Making a complex subject clear and accessible

- Choose the type of writing best suited to the reader and the context.
- Organize your ideas using the appropriate plan.
- Make terminology understandable: use comparisons, examples, explanations and analogies.

Hands-on work

Drafting of a complex document intended for an audience of non-specialist decision-makers.

4 Structuring ideas in reports

- Organize your thinking with mind maps.
- Build balanced chapters and paragraphs.
- Articulate your ideas along a common thread.

Hands-on work

Create a plan using a mind map.

5 Make reading easier for your interlocutor

- Identify and integrate keywords.
- Lighten sentences and vary syntactic constructions.
- Use punctuation to advantage.

Hands-on work

Rewriting a text to make it lighter and more dynamic.

6 Capturing and sustaining the reader's attention

- Write an enlightening introduction and conclusion.
- Take advantage of different reading levels to highlight your messages.
- Create titles and subtitles that are expressive and stimulating for the reader.
- Opt for an attractive presentation of your writings.

Hands-on work

Writing a variety of titles and headings.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

7 Bringing PowerPoint presentations to life

- Design your storyboard.
- Build flexibility into the structure of your presentation to deal with unforeseen circumstances
- Writing key messages.
- Make your slides quickly understandable.
- Exploit the complementarity of text and image.

Hands-on work

Creation of a PowerPoint presentation highlighting key points.

Dates and locations

REMOTE CLASS

2026 : 11 June, 24 Sep., 10 Dec.