

Course : Fun workshop: boost the quality of your e-mails

Practical course - 3.5 hours - Ref. 9MP

Price : 370 € E.T.

Would you like to improve your professional writing skills quickly and effectively? In just half a day, you'll learn how to make the most of your ideas, adapt your message to your audience, draw up effective plans and adopt a powerful style.

Teaching objectives

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

- ✓ Structure your message so that it hits the mark
- ✓ Formulate e-mails clearly and precisely
- ✓ Avoiding the pitfalls of the French language

Intended audience

Anyone using e-mail for professional purposes.

Prerequisites

No special knowledge required.

Practical details

Storytelling tools, video sequences, Klaxoon exercises and speed quizzes with practice in writing and correcting e-mails.

Course schedule

1 Ask yourself the right questions before writing

- What do I write for? Inform? Convince? Ask? Consult?
- I'm writing... to whom? An expert? A manager? A colleague? A customer? A prospect?
- I'm writing... to one person? Several? Will he read it right away? Is it confidential?

Exercise

Get on your phones to learn how to write! Exercise on Klaxoon to define your objective, identify your recipient and choose your type of writing.

PARTICIPANTS

Anyone using e-mail for professional purposes.

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 Putting your ideas in order and structuring your messages

- Mind maps come in all shapes and sizes.
- Categorize and prioritize arguments.
- Write a convincing teaser and conclusion.

Hands-on work

A mystery guest is about to hack into your training. But shhhh, come along to the session to find out more.

3 Good writing is stylish!

- Translate ideas and knowledge into plain language.
- Opt for an explicit, positive and powerful formula.
- Acquire a sober, fluid style.

Hands-on work

Your reputation is threatened by a malicious masked enemy.... You'll have to correct poorly-written e-mails to avoid the traps he's set for you.

4 Getting to the bottom of it

- Beware of certain common but incorrect expressions.
- Avoid paronyms and pleonasms.
- Correct recurring grammatical errors once and for all.
- Use keywords.

Hands-on work

Speed quiz and writing effective sentences for e-mails.

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.