

Course : Write professional documents with ease and impact

Practical course - 3d - 21h00 - Ref. RLF

Price : 2130 CHF E.T.

 4,5 / 5

Would you like to make real progress in your professional writing? There are techniques you can use to increase your effectiveness, impact and creativity. This training course will help you to produce professional writing that speaks to your target audience, is attractive and pleasant to read, and serves your communication objectives.

Teaching objectives

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

- Optimizing written production
- Adapt your content and style to your audience and context
- Gaining in clarity and impact
- Developing creativity in writing
- Dealing with tricky writing situations

Intended audience

Anyone who needs to draft documents such as letters, e-mails, reports in French...

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Entraînement à la structuration, à la rédaction et à la réécriture de documents professionnels variés. Exercices de créativité. Conception et utilisation d'une grille d'analyse.

Teaching methods

Case-based editorial workshops "fil rouge"; collaborative activities leading to a complete toolbox.

PARTICIPANTS

Anyone who needs to draft documents such as letters, e-mails, reports in French...

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.

Course schedule

1 Identify your writing profile to progress

- Examine your writing practices.
- Identify qualities and areas for improvement.
- Identify contextual obstacles and personal barriers to overcoming them.

Hands-on work

Carry out a self-diagnosis and discuss methods and practices in a group.

2 Acquire method to improve efficiency

- Five key questions to help you prepare your writing.
- Produce your writing in 5 steps using the CODER approach.
- Understand the rules of text legibility.
- Design and use an analysis grid.

Hands-on work

Planning of an editorial project (common thread throughout the session), collective design of an analysis grid.

3 Structure your writing to ensure coherence

- Build a plan adapted to the medium and objective.
- Draw up a general plan and a detailed plan.
- Organize your ideas into paragraphs.

Hands-on work

Draw up a detailed plan for a long document (report, briefing note, etc.).

4 Fluidify your writing for clear, pleasant reading

- Choose the right words and expressions.
- Write short sentences.
- Punctuate your text.
- Use linking words wisely.
- Avoid the main pitfalls of the French language.
- Deploy tips for effective proofreading.

Hands-on work

Based on the developed plan, write a text using best practices, proofreading and cross-checking.

5 Adapting your writing to win over the reader

- Go straight to the point, or qualify your comments depending on the situation.
- Take into account the reader's level of knowledge, and make it easy to understand.
- Structure and write to convince.
- Tactfully convey a difficult message.

Hands-on work

Writing an e-mail to convince a manager or a customer, simplifying a complex text for a neophyte, cross-checking comprehension of the text.

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.

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.

6 Easy reading for immediate access to the message

- Rely on the effectiveness of journalistic writing techniques.
- Grab and hold the reader's attention.
- Optimize titles, taglines, captions, sidebars...
- Guide the reader through the introduction, conclusion and transition paragraphs.
- Adopt a clear, attractive layout.

Hands-on work

Dynamic workshop on writing titles, taglines, captions, introduction and conclusion, document formatting.

7 Integrate the proper uses of the main professional documents

- Write clear, concise e-mails.
- Apply an effective note-taking technique.
- Write pragmatic reports.
- Produce enlightening reports and summaries.
- Create powerful slideshows.

Hands-on work

Note-taking exercise, storyboarding a slideshow, collective construction of a toolbox.

8 Developing creativity for inspiration

- Stimulate your imagination with a mind map.
- Enrich your vocabulary by using synonyms and semantic fields.
- Play with words, rhythm and tone.

Hands-on work

Playful writing exercises applied to a variety of professional situations.

Dates and locations

REMOTE CLASS

2026: 4 Mar., 18 May, 30 Sep.