

# Improving your Professional Writing Skills

Hands-on course of 2 days - 14h

Ref.: CEP - Price 2024: CHF1 550 (excl. taxes)

## EDUCATIONAL OBJECTIVES

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

- Save time when writing
- Organize your ideas to structure your messages
- Write based on your targets and context
- Write a report and a summary memo
- Promote your ideas in writing

## HANDS-ON WORK

Practicing writing. Methodological advice. Building a toolbox.

## THE PROGRAMME

last updated: 07/2021

### 1) What is communication?

- The communication diagram.
- Features specific to writing.

*Exercise* : Methodological presentation of a simple way to handle communication.

### 2) Asking the right questions before writing

- Sender: Goal of communication, intentions.
- Receiver: Type of reader, his or her functions and motivations, his or her level of knowledge of the subject.
- Scope of intervention: Type of writing to choose.
- Means at your disposal.

*Exercise* : A matching the format, style, and communication goal in professional situations.

### 3) Organizing your ideas and structuring your messages

- Organizing your ideas with heuristic maps.
- Creating a plan and argument to match your goal.
- Constructing balanced paragraphs.
- Writing a persuasive introduction and conclusion.

*Exercise* : Sorting information and writing a plan to explain your professional activity.

*Summarizing a text in the form of a map.*

### 4) Handling basic writing within the company

- Administrative, business, and complaint letters.
- Email. Constructing the message. Rules of courtesy. Conducting appropriate follow-ups.
- Combining email with other tools: Telephone, snail mail, etc.

*Hands-on work* : Writing an administrative letter, a complaint, a negative response by email.

### 5) Giving style to your message

- Translating your ideas and knowledge into clear language.
- Levels of language: Familiar, neutral, formal.
- Making an impact. Acquiring an understated, fluid style.

*Exercise* : Streamlining your style, adopting positive phrasings, and choosing the right words.

### 6) Discovering the usefulness of fast reading

- Expanding your field of vision to read more quickly.

## 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.

## 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](mailto:psh-accueil@ORSYS.fr) to review your request and its feasibility.

- Link between reading strategy and time management.
- Selective reading and detection technique.
- Getting the gist: Skimming and scanning techniques.

*Hands-on work* : Testing a fast reading method.

#### 7) Mastering complex writing

- Knowing how to write a report and a summary memo.

*Hands-on work* : Writing a summary memo.

#### 8) Making your projects convincing and attractive.

- Defining and highlighting your assets.
- Developing logical argumentation.
- Relying on keywords.

*Exercise* : Prepare an argument.

## DATES

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REMOTE CLASS

2024 : 23 Sep, 19 Dec