

## International email correspondence: writing skills training

<https://www.estim-formation.com/formation-international-email-writing-skills-training>

### Objectifs de la formation

- Anyone responsible for communicating internationally through emails in English
- Anyone interested in improving their international business emails
- It is especially suitable for virtual and remote teams managers, international support personnel, personal assistants and executive secretaries

### Programme pédagogique

#### Getting ready to write an international email: the anglo-saxon way

- Key needs and rules in professional writing
- International communication: professional and cultural constraints of today's reader
- Know your recipients to better match their frame of reference
- Clearly identify your main goal when writing your email
- Match your writing piece to both writer's and reader's time availability

#### A better use of English in professional communication: guiding principles

- Differences between British, American and international English : impact in writing
- Grammatical structures : best practices

#### Providing an easier access to the info: better email structure

- Be clear about your main theme, angle and call to action
- Clearly define your main message and stick to it
- How to craft a strong email subject
- Develop your info according to four levels of needs : hierarchise wisely
- Discriminate between essential and secondary info, info useful to react and useful to act
- Write a compact email ; pick up the most convenient outline
- Adding visual appeal: display an efficient layout

#### Putting forward your message

- Being clear, precise and concise in written English: guiding principles
- Applying precise readability criteria
- Putting the logical connectors to good use : argument and convince
- When punctuation really helps you to make things clearer and richer
- Double check your message will be understood and memorised

#### Easy professional international writing in English

- Standard phrases and recurring English collocations
- Ambiguities and mistranslations : main traps to avoid
- Educated guide on the use of acronyms in written international English

#### Writing soberly and clearly : a must !

- Concision : an economy of words, a wealth of info!
- Simplifying your style: make simple and short phrases
- Using a precise, plain vocabulary, with concrete words and examples
- Writing pollution strictly forbidden: make a clear distinction between facts, opinions and feelings

### **Engage in a reciprocally courteous exchange with the recipient**

- Salutations, greetings, valediction, etc., collocations in English
- How to inform, apologise, confirm, invite, convene, ask for, make clearer, etc

### **How to capitalize on your acquired knowledge**

- Putting yourself in bêta mode: how to consolidate and expand you newly acquired writing knowledge

## **Prérequis et public cible**

### **Prérequis de formation :**

Have a working knowledge of professional English

Be comfortable with the use of a word processor

### **Public concerné :**

Senior consultant trainer ;

Highly personalised follow up ;

## **Modalité d'évaluation pédagogique**

### **Méthodes d'apprentissage :**

Intensely interactive : breakout and feedback sessions make it a participative and enjoyable training event

We ensure the participants get sufficient practise and exposure

Highly practical and interactive pairs & individual exercises

Participants apply skills learned on the course immediately to their own writing

Substantial writing tasks : participants may opt to bring their own laptop for practice purpose

Tutoring is supported by a teaching aid, helping participants to properly take notes

A comprehensive aide-memoire covering all aspects of the writing process is given to each participants, including a list of resources for further work

### **Evaluation des compétences acquises par les stagiaires :**

Une évaluation est réalisée en fin de formation

*Pour un meilleure apport pédagogique un maximum de 8 personnes par session de formation*