

# WRITE TO CONVINCE

## Personalized support on effective writing

Answering a call for projects, writing a financing file or a progress report... There are many opportunities, in the professional framework, to write high-stake documents. The way they will be read and understood can have important fallouts for you and your structure.

This training course on effective writing entails three steps. Upstream to the training session, you will send the document you want to work on to your trainer, who will analyze its content. On D-Day, you will discover science writing fundamentals and apply them to your case. After the training session, you will benefit from personalized advice until the completion of your document.



## Objectives

Specify your key message(s)  
Streamline your style

## Training duration

1 day in a group  
+ 3 hr of individual coaching

## Number of participants

Up to 6 people

## Audience

Any person who may write high-stake documents

## Educational resources

Theoretical and methodological background, practice on material brought by participants, group exchanges, exercises

## Evaluation procedures

Questionnaire at the beginning and at the end of training (self-evaluation)

## Prerequisites

None



## Program

### Specify your key message(s)

Define your communication objectives  
Rework your argumentation  
Enhance the titles and reading levels  
Optimize the style and form your summary

### Streamline your style

Simplify and shorten your sentences  
Get rid of waffle and jargon  
Give rhythm to the content and diversify your expressions  
Introduce examples and images

