

▶▶▶ Reflex'English - Business writing (A2/B1 CECRL)

Objectifs pédagogiques

Reflex'English Business writing est une ressource digitale spécifique qui s'adresse aux apprenants de niveau intermédiaire. Elle est composée de **10 modules** dédiés au vocabulaire et à la préparation de documents professionnels écrits.

Parmi les sujets traités :

- Les mémos : vocabulaire, but, format, rédaction
- Les e-mails : phrases utiles pour commencer, pour rédiger le corps et pour conclure un e-mail, format, rédaction
- Les lettres commerciales : les différents types de lettres, phrases utiles, format, rédaction
- Les rapports et comptes-rendus : vocabulaire utile, format, rédaction

Compétences linguistiques

Compréhension écrite - Textes

Des activités basées sur des textes et des descriptifs en anglais permettent d'améliorer la compréhension écrite de la langue.

Compréhension orale - Enregistrements sonores

De nombreux enregistrements audio (dialogues, conversations téléphoniques) permettent une immersion rapide dans la langue anglaise.

Compréhension orale - Animations

Les animations servent de prétexte pour présenter les différentes fonctions de la langue anglaise (grammaire et vocabulaire).

Spécificités du langage en anglais des affaires

Des recommandations pratiques sur les spécificités du langage en anglais dans le cadre professionnel sont largement développées.

Public

Toute personne souhaitant acquérir des compétences relatives à la formation « Reflex'English – Business Writing »

Temps moyen de formation

6 heures

Evaluation de l'action

Evaluation de positionnement
Evaluation au cours de la formation
Evaluation post formation

Suivi de l'action

Certificat d'acquis de formation
Attestation de formation
Attestation de compétences
Attestation de parcours
Résultat des évaluations
Certificat de réalisation

Niveau de granularisation

- 10 modules comprenant de multiples jeux-exercices interactifs et stimulants.
- Préparation TOEIC

Pré requis technique

- Navigateur web : Chrome, Firefox, Safari, Edge, Chrome sur Android, Safari sur iOS
- Système d'exploitation : Windows, Mac, Android, iOS

Accessibilité

Pour toute demande d'aménagement ou de compensation, merci de contacter notre référent handicap Madame GRAFFAGNINO Cloé (cloe@711academy.fr)

Tarif : 490€

▶▶▶ Détail formation : Reflex'English - Business writing (A2/B1 CECRL)

What is a memo?

- Description of a memo
- Use of a memo
- Memos vs. formal letters
- Characteristics of a memo
- The format of your memo - the heading section
- The format of your memo - the body of the message
- The style of your memo - materials
- The style of your memo - types of memo

Writing an effective business memo

- Are memos still relevant today?
- Memos vs. emails
- How to write an effective memo
- Tip No. 1 - Know your audience
- Tip No. 2 - Clearly state the purpose of your memo
- Tip No. 3 - Plan before you take action
- Tip No. 4 - Present the main point first
- Tip No. 5 - Enclose only appropriate information
- Tip No. 6 - Proofread the memo
- Tip No. 7 - Read your memo out loud
- The ultimate checklist

Useful sentences to open an email

- Writing emails
- Opening salutations
- Copying someone in on your email
- Forwarding an email
- Friendly start
- Referring to previous contact or meeting
- Saying thank you
- Stating the reason for writing the email
- Following up a previous exchange
- Apologizing for the delay of the reply

Useful sentences to write the main body of the email

- Writing emails
- Attaching a document to your email
- Additional elements and important information
- Requests and enquiries
- Asking for clarifications
- Giving information
- Getting and giving approval
- Making or changing arrangements
- Making complaints
- Apologizing
- Giving bad news

Useful sentences to close an email

- Writing closing lines
- Offering further help or information
- Expecting a reply
- Mentioning the next contact
- Expressing thanks
- Apologizing once again
- Social closing lines
- Complimentary closes

Writing effective emails

- About emails
- Using an email program
- Basic structure of an email
- Tip N°1 - Identify the purpose of the email
- Tip N°2 - Identify your audience
- Tip N°3 - Have a compelling subject line
- Tip N°4 - Start with an appropriate greeting
- Tip N°5 - Keep your message short and concise
- Tip N°6 - Pay attention to the tone of your email
- Tip N°7 - Be consistent with your font
- Tip N°8 - Write a simple closing
- Tip N°9 - Proofread and follow up
- Tip N°10 - Differences GB/US English

Types of Business letters

- What is a business letter?
- Cover letters
- Letters of recommendation
- Follow-up letters
- Letters of resignation
- Termination letters
- Invitation letters
- Letters of complaint
- Apology letters
- Sales letters
- Order letters
- Letters of thanks
- Request letters
- Inquiry Letters

Writing effective business letters

- Sending a letter by post
- The appropriate format: heading, main body, ending
- The appropriate spacing and font
- The appropriate style
- Writing business letters

Useful vocabulary to write a business report

- Writing business reports
- Useful linking words
- Useful vocabulary
- Beginning the report
- The structure of the report
- Methodology and findings
- Expressing opinions
- Reporting what was said
- Comparing elements
- Giving examples
- Drawing conclusions from the report
- Giving recommendations

Writing effective business reports

- What is a business report?
- Who and what are business reports for?
- The different types of business reports
- The structure of a report
- Useful tips to write a business report
- Writing effective business reports
- Business writing - Conclusion

Business writing Reflex'English

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Next step

ONLINE 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21

Writing an effective business memo Reflex'English

Tip No. 2 - Clearly state the purpose of your memo

What's your reason for writing the memo?

People need to know right away if your memo is something they need to pay attention to.

Clearly state the purpose of your memo, this will be indicated in both your subject and opening paragraph.

The purpose of the memo will also affect how you write the document.

ONLINE 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21

Writing effective business letters Reflex'English

Sending a letter by post

Look at the pictures and complete.

open letterbox post office
postcode letterhead paper
postmarked stamp
sealed envelope postaller
postwoman mail
factress letterfooter
codepostage

CORRECTION SOLUTION RECOMMENCER

ONLINE 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21

Useful vocabulary to write a business report Reflex'English

Useful linking words

Comparing: similarity and contrast

- ▶ in other words
- ▶ likewise
- ▶ similarly
- ▶ but
- ▶ yet, however
- ▶ although
- ▶ despite, in spite of
- ▶ even though
- ▶ whereas, while
- ▶ nevertheless, notwithstanding
- ▶ on the contrary
- ▶ on the other hand
- ▶ otherwise
- ▶ in contrast

ONLINE 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21