

# BUSINESS WRITING IN ENGLISH

MANAGEMENT INTERNAZIONALE  
PERSONAL EFFECTIVENESS

# 2022

Milan, February 3-4

Milan, May 2-3

Milan, October 13-14

CLASSROOM OR LIVE STREAMING

## PARTICIPANTS

This course is designed for managers of all levels and professionals who work in a multi-cultural environment and need to be able to get a clear message across in written language. The take-away will be to understand the key points about written communication and a set of key expressions to be readily used.

## PROGRAM

### Key principles

- > How to write successfully
- > How to organize the text

### What content

- > Formal or informal: setting the right tone
- > Key vocabulary
- > Grammar and usage
- > "How do you say...?" Ritual phrased

### Writing effectively for a multi-cultural audience

- > The multi-cultural issues
- > The Lewis Model

### Golden rules

### APPROACH

The course is very practical and deals with the most frequent international business situations people have to face. Participants will be involved in solving real problems and asked to work on examples close to their job. All writing will be done in the classroom with immediate feedback and correction.

## GOALS

This course is designed to improve participant's ability to get a clear and appropriate written message across. Participants will learn how to construct essential business documents including emails, letters, memos, and reports. Specific attention will be given to the impact of cross-cultural differences on written communication in an international business setting.



*The more that, which one says, is great and difficult, the more is it necessary to be simple and without pretensions in style*

STENDHAL

# 2 DAYS

## FEES

**SINGLE FEE: € 1.315 (+VAT)**

for the enrolment of one person in one course

**MULTIPLE FEE: 15% OFF**

single fee for the enrolment of one person:

if 2 or more people are enrolled in the same course;

if 9 or more enrolments to different courses are completed in a 12-month period

## HOW TO ENROLL

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