

Why choose Doussou Formation for your development? Here are 5 good reasons!

Technology is changing at breakneck speed. Workplaces are following the same trend. In order to stay ahead of this race, you must improve your knowledge. Whatever your needs, your abilities and your field of employment, Doussou Formation is the refueling stop that will propel you to the finish line. Here are 5 good reasons to trust Doussou Formation to enrich your know-how.

1. A wide variety of training

Our training directory includes more than a hundred. These range from initiations for beginners to advanced courses. Whether you want to take training to improve your knowledge of the French language, master software or improve your use of social media, we can help you. We offer programming courses, training to perfect your skills in human resources, training in web marketing and many more. In short, as you can see, we certainly have a tailor-made course for you. All you have to do is visit our website to find the training that will advance your career.

2. Approved and experienced trainers

You are professionals who have little time. We understand this well and our trainers too. They have decades of experience and their courses have been tailor-made for people like you. They will seek to understand your needs in order to work precisely on what you want to improve. Also, their large background will allow them to target points that you might not have noticed. Obviously, this will ensure that you will come out of our courses with solid skills thanks to the supervision of our certified trainers.

3. Certified training

Your success is our motivation. And when you complete a course with Doussou Formation, you'll get a certificate to show off your hard work and learning. We even offer training recognized by government entities such as our training: "Manage conflicts in the workplace" which is recognized by Emploi-Québec. You will be able to show your employer that you have taken a step forward in terms of your know-how.

4. Flexibility in content

Thanks to our experienced trainers, the content of our courses will target not only what you want to perfect, but also your needs. We will identify them together and we will work on these shortcomings in order to make them strengths. Doussou Formation sees the potential that exists in you and we want to offer you the tools to take full control of it. Our courses are suitable for groups, individuals and companies. Our practical workshops allow you to work directly on the cases that apply to you. Thus, the relevance of your training will be directly observable. These are modulated for you.

5. Short learning curve

Going back to school represents an investment in time and money. In addition, this time spent in class will prevent you from working as much. Thus, our flexible and short-term training courses have been designed for professionals. You will acquire the knowledge necessary for your development in a short time. The formula of our courses allows you to learn the important, regardless of the training chosen and to make you practice it so that you incorporate the learning quickly and sustainably.

Are you looking for free photo editing software? Meet GIMP!

There are many software on the market. When the time comes to retouch an image, this list gets thinner, but still considerable. This guide will give you an overview of GIMP, and why you should consider using it.

GIMP: What is it?

First of all, what is GIMP? It is photo editing software. The acronym stands for GNU Image Program. The first three letters because at the very beginning, GIMP was to be intended for the free access operating system called GNU/Linux.

However, today we can use GIMP on all systems such as Mac OS or Windows for example. So whatever your preferred system, you can edit your photos using

this extremely comprehensive software. Besides, what are the benefits of using GIMP?

Also, be aware that Doussou Formation can assist you in getting started with this software. We offer a complete course to equip you with GIMP.

GIMP: The Benefits

To answer the question posed in the previous paragraph, there is more than one! First, GIMP is completely free. It is free software. Thus, there are not 12,000 advertisements between two pencil strokes. In this regard, GIMP is therefore an excellent alternative to other paid photo editing software like Photoshop.

You are probably wondering about the quality. Free sometimes rhymes with mediocre quality. However, it is quite the opposite with GIMP. Indeed, professionals can use it, because its tool library is gigantic.

For example, if you want to enlarge an image, change its clarity, saturation or contrast, you can do so. A multitude of filters are also at your disposal such as oil painting to give an air of impressionism to your last selfie. In addition to the 150 filters offered, GIMP offers around forty tools, ranging from a simple pencil to cloning and including a compass.

In addition, each tool offered comes with its set of adjustments and options offered. You will be able to modify the angles, the size of the brush or change the active colors thanks to the color chart. One of the most popular tools is certainly the clone tool. With this one, if you weren't already, you will become a true photo editing professional. Whether it's to erase impurities or to create original content, the clone tool is there for you. For example, you took a portrait of your friend, but she had a big red pimple on her chin that day. Do not panic! With the clone tool, you can select a piece of skin and clone it over the button. Obviously, you can be very original with this function and try various more funky things.

Obviously, the amount of tools available is colossal and we understand that we can be intimidated by the apprehension of such software. Our qualified trainers offer you training covering GIMP from A to Z. Doussou Formation will introduce you to this photo software by presenting the various basic tools available to you. Also, we will teach you how to use advanced tools so that you can master the retouching of your images with confidence.

Another incredible advantage of GIMP is compatibility with plug-ins. Since it is free software, you can add modifications to it. If you are not a programming pro, plug-ins are very easy to install and can add functionality

to your software. We are thinking of the Resynthesizer which is ultra-complete. This plug-in allows you to modify the different textures of an image. For example, you took a honeymoon beach trip photo. You can erase a detail of the image to make it perfect. The Resynthesizer will fill the new empty space with a layer of what is behind it. You won't see the work. So if you wanted to erase a plastic bag lying around on the beach, you can do that and the plug-in will fill the empty space with sand or water.

If we have convinced you to try GIMP, do not hesitate to contact Doussou Formation to learn photo editing with this free access software. Our pedagogical approach is based on a demonstrative method followed by practical exercises with a starting image and the modifications to be reproduced. You will therefore be able to leave our course having practiced all that you wanted to learn thanks to our tailor-made formula.

Excel: The most popular software for your spreadsheets?

That's it, you've received your new promotion. Congratulations! Only one downside. With your new appointment, you have also taken on new administrative responsibilities. Thus, you now have to manipulate spreadsheets. Before, you could afford to do everything by hand, but now the amount of documents to process is far too great for that. Microsoft thought of people like you when bringing Excel to market.

Excel: What is it?

So what is Excel? It is a professional spreadsheet software. In other words, you can manage simple and complex calculations there, display a multitude of data and inventory them in pivot tables. You can do a lot more, but we'll get to that. Microsoft, father of Windows, created Excel. This software is part of the Office suite, which also includes the well-known Word.

On the other hand, while PowerPoint specializes in presentations and slides or Word specializes in writing, Excel has been the authority on the market when it comes to numbers for almost 35 years.

Thus, once you have mastered this software, you can use Excel to classify your tables and perform your calculations quickly, efficiently and without mistakes. Of course, we are well aware that accessing Excel can be daunting. But at Doussou Formation, our trainers are there to teach you how to use this software. From basics to more complex macros.

Excel: What are the benefits?

To start, let's talk about those famous macros we talked about a line ago. This is one of the most interesting functions of the Office suite. To define them, macros are programmed commands to automate repetitive tasks. Simply put, macros are shortcuts that make your life easier. It goes without saying that you will be happy to save time with these tools at your disposal.

Another definite advantage of Excel is its performance. Other spreadsheet software exists on the market. There are even free options. But in terms of computing power and tools available to you, Excel wins hands down. If you only have to ride 1 km to get to work, a bicycle will do. But if you have to pull a ton load, you'll need a nice big truck with flames. Excel is that truck with the flames. And see Doussou as your friend who teaches you to drive.

Average, rounding, sum, and/or. These are all formulas that can be used with Excel. This is the basis. But Excel can also help you with linear calculus, algebra, or graphs. And when Excel is not embellished with a function, there is probably a macro to do it.

Excel: The course formula at Doussou Formation

As mentioned above, we will accompany you from the start to the finish line. More specifically, we adopt a way of teaching specific to your needs and desires. At the base of the training, we will see the fundamentals. Then we will study the reference names, the layout, the available formulas, the graphic representations and then the pivot tables. Finally, you will be ready to learn your first macros.

Do not hesitate to register or ask us for more information if you are a person who wishes to ensure that you have a solid foundation in the concepts of Excel spreadsheet software. Finally, practical exercises will allow you to consolidate your new knowledge.

Looking for a tool for your multi-page needs? : Consider Adobe InDesign

InDesign, as its name suggests, is graphic design software. The latter offers about the same tools as its Photoshop and Illustrator cousins. On the other hand, the real strength of InDesign is multi-page work. So, if you have to produce books, brochures or flyers, for example, InDesign will be your best tool.

Adobe InDesign: What are the benefits?

It is a software that was launched in 2002 with the aim of replacing PageMaker. We must therefore see InDesign as a mix of Photoshop, Illustrator and Word. You will be able to independently process your content there thanks to the boxes. So you might have text in one and a photo in another. Your modifications can be done separately and will not impact the other content boxes.

Thus, InDesign remains the ultimate tool for layout. This is the main advantage of using this software. Indeed, you can work on several pages, unlike Photoshop which only allows you to work on one page at a time.

The software allows you to export your files in PDF for printing or in SWF for the internet. Very versatile and offering many tools, InDesign is a lever for your multi-page document projects.

So you can mix text, pixel content and vector images. All this, on one page. This is obviously one of the main attractions of InDesign. Not being as advanced as its Photoshop or Illustrator counterparts, it nevertheless offers a lot of tools and comes first when it comes to multi-page documents.

Adobe InDesign: How can Doussou Formation help you?

Getting started with new software is never easy. We know this well and that is why we have designed a tailor-made training to teach you how to use InDesign. We will start by showing you the interface of this software. Once you're comfortable with the elements, we'll dive deeper into them, starting with document creation and content block management. You will then see the text within InDesign and then the tables. Next, we'll explore color

management together. Once these basic elements are understood, you will be ready for the more advanced content.

That is to say, the advanced layout allowing to design a book for example. Or, dynamic legends for example. With the tools of InDesign and the expertise of Doussou Formation, designing multi-page documents of professional quality will no longer be a secret for you.

Our training revolves around theoretical and practical elements in order to make you work on your learning. Our tailor-made formula allows our trainers to adapt to your needs and desires so that you improve the aspects you will use.

Which tool to use for illustration and vector drawing? : Adobe Illustrator

Are you talented and have you designed the logo for your new company yourself? However, every time you change the size of it, are you affecting the quality? That's because you're not using Illustrator!

Adobe Illustrator: What is it?

Adobe Illustrator is, as its name suggests, software for creating illustrations. So you can prepare logos and designs on it. This is the important distinction to make with Photoshop which instead focuses on photo editing. Another distinction to make is that Illustrator uses the vector image. Basically, the software takes mathematical formulas to generate your illustrations. So when you enlarge or reduce your drawings, it's just the equation data that changes. You won't have to deal with this, all you need to remember is that your image won't lose quality since there are no pixels unlike Photoshop.

Illustrator, like its cousins ☐☐Photoshop, Premiere Pro or InDesign, remains an Adobe creation. Launched in 1987, the software has received myriad improvements since then. Always more accessible, the software which had started on small black and white screens is now a reference for illustration.

Also, Adobe Illustrator chose the Béziars curve as the starting line. Thus,

you only have to modify this curve in order to describe circles or other geometric shapes. Initially, this was intimidating for users. But the latter quickly realized that there were many advantages over the price.

Adobe Illustrator: What are the benefits?

The biggest advantage remains, without a doubt, the possibility of modifying the size of an image without losing resolution quality. This is due to the fact that to constitute an image, Illustrator does not use pixels, but rather vectors.

Obviously, each element that makes up your illustration can also be modified endlessly without losing resolution. It is therefore a plus if you have to create images whose format is gigantic or if you have to transpose an image that was originally small on a large surface.

The number of tools at your fingertips is immense. If you can think of it, chances are you can do it with Illustrator. Moreover, even if in this chapter Illustrator cannot compete with InDesign, you still have the possibility of creating more than one page. This is an advantage over Photoshop where you are limited to one page.

Adobe Illustrator: How can Doussou help you?

As we mentioned, the Béziérs curve or vectors can be off-putting when you are not familiar with them. But if you want to do professional illustrations, learning to use Illustrator will be your most profitable investment.

At the end of your training with us, you will be autonomous with Illustrator and will be able to produce the logo of your future company yourself. You will be able to put your ideas on paper, however brilliant and original they may be.

We will introduce the course with a learning of the interface and the basics. When you're ready, we'll teach you about vector drawing, editing illustrations, and bringing in masks. Next, we'll explore text and layers. Finally, Doussou Formation will teach you how to export your work in order to benefit the world. Our approach allows us to adapt to your needs and desires. Do not hesitate to contact us if you have any questions.

How to do customer relationship management? : The vTiger CRM

If you're in sales or marketing, chances are you've used a CRM. For those who do not know, CRM (customer relationship management) or GRC in French are used to keep a lot of information and statistics in relation to customers in order to have a personalized approach.

By working with a CRM, all your colleagues can update the data and see what the customer's last orders were. This allows you to know what he needs, but also to interact with him in unique ways. If you have customers, having a CRM is an essential tool to have a competitive advantage.

vTiger: What is it?

One of the best CRM software available on the market is without a doubt vTiger. Thanks to vTiger, you will be able to manage the relationship with your customers in a few clicks. Everything is located in one place and the software allows it to be linked to other communication, sales, accounting and marketing tools.

Your products and inventory as well as what you sell for each customer are held in vTiger's database. Also, you will have access to your customers' accounts, your quotes, invoices or supplier orders. A CRM such as vTiger allows you to always be one step ahead. At the speed at which things are moving today, it is a luxury that we do not want to deprive ourselves of.

Of course, vTiger is made up of a multitude of advanced tools to put you in control when it comes to customer relationship management. In this regard, Doussou Formation can certainly help you get started with this software.

How can Doussou Formation help you?

The first step in adapting our marketing or sales approach is the consumer journey. Our course is no different. Thus, you will see the user journey and what it entails in a CRM like vTiger. Then we will learn together how to build multi-channel relationship marketing. You will learn to manage the combination with the different tools, but also to segment your customers. Once that's done, we'll explore the plethora of data management possibilities.

At the end of this training, you will be able to use vTiger to its full

potential. All this, thanks to the expertise of our trainers who have more than 20 years of experience in web marketing and teaching.

If you are in sales and unfamiliar with vTiger or want to improve your results through customer relations, enroll in our vTiger course without hesitation.

Vtiger CRM Training:

<https://www.doussou-formation.com/formation/formation-crm-vtiger-relation-client/>

Writing newsletters: An art to reach your customers?

Almost anyone can write a newsletter, as long as they have a base with MailChimp or another such software. However, not everyone can write a good newsletter. That is to say, write a newsletter that will bring an excellent return on investment for very few unsubscribes.

At Doussou Formation, we offer two training courses related to this objective which will certainly help your sales: E-Mailing (Newsletter Training) and MailChimp.

MailChimp: What is it?

It is undoubtedly the best known platform for managing your newsletters. Very flexible, intuitive and with a neat interface, MailChimp is an essential ally. One of the major strengths of using this type of software rather than sending your newsletters through Outlook is that it offers several measurement tools. Indeed, you will be able to see if people have received your emails, opened them and how many of them have unsubscribed. After many measures, you will be able to adapt your strategies in order to better achieve your goals in terms of E-Mailing.

MailChimp training at Doussou Formation

At Doussou Formation, we offer several training courses, one of which is aimed exclusively at learning MailChimp. The handling of this tool is not

witchy. Nevertheless, MailChimp offers so many possibilities that it remains essential to know them if you want to get out of the game and get the best return on investment.

Together, let's see what MailChimp is and what its strengths are. Next, we'll explore setting up your account, as well as your campaign settings. Finally, we will look at how you can personalize your newsletters with MailChimp to improve your conversion rate.

Our trainers have more than 20 years of experience in marketing and the newsletter remains an accessible tool, but the mechanics of which must be understood. Learn MailChimp this year with Doussou Formation and reach your goals.

E-Mailing training at Doussou Formation

If you want to learn the basics of the newsletter, this is the ideal training to do so. MailChimp is a powerful tool, but if you don't know what a newsletter is or how to use it for your purposes, you better start with the basics.

Fortunately, Doussou Formation offers this course! A newsletter is intended for your mailing list to announce information to them. It goes without saying that by personalizing it, you will get a better return on investment. People have very little time and their attention span is short (think of a goldfish). So you want to stand out and have them read your messages. Here is precisely what you will see with us during the E-Mailing training.

Thus, we will present the content of a good newsletter, but also the container. That is to say the marketing strategy surrounding it. You will have the opportunity to put your knowledge into practice in a practical workshop where you will have to design a newsletter by meeting certain criteria. The legal question now arises in Canada when sending newsletters, you will also see it so as not to be surprised. Finally, which is possibly the most important, you will learn how to measure the performance of your latest newsletter and understand the data in order to improve it.

MailChimp Getting Started Training:

<https://www.doussou-formation.com/formation/formation-mailchimp/>

E-Mailing Training (Newsletter):

<https://www.doussou-formation.com/formation/formation-e-marketing-e-mailing/>

Need one of the best video conferencing software? Think Zoom!

It was with the pandemic knocking on our doorstep that we truly tamed remote work. Obviously, mores change and this should remain present in our lives according to many experts even when the situation has resumed its normality. In doing so, the new reality has forced us to contend with remote work software. Also, in order to facilitate meetings with our teammates, Zoom has experienced a real boom.

Zoom: What is it?

Launched in 2012, Zoom is a free software allowing to call each other by videoconference. Thus, we see our interlocutors through their camera and we can talk to them with a microphone. This facilitates exchanges since several colleagues can attend the meeting at the same time. Precisely, 100 people can be connected at the same time during with a time restriction of 40min. This is for the free version. When more time is needed, there is always the possibility of taking out a subscription which allows more people to join the conference and it can be extended to more than one day.

Even though the app has been around for about 10 years, it was with the rise of virus-forced remote work that really created a craze for using this software. In fact, at the start of 2020, we had around 10 million Zoom users daily. Currently, people who use Zoom on a daily basis are closer to 400 million. At this stage, the independent company competes with other already established companies such as Skype, Microsoft or Google.

Zoom: What are the benefits?

First of all, it goes without saying that the freeness of the software is a solid argument. There is a way to create institutional or business accounts. There are also subscriptions. But all the services are accessible free of charge for those who do not use them almost permanently.

Also, Zoom is very stable and has a multitude of tools that people often haven't heard of. Moreover, Doussou Formation can help you at this level by allowing you to tame the full range of options offered by Zoom.

In addition, Zoom offers options for people with certain disabilities. For example, people who are hard of hearing, blind or mute. Zoom has thought of these people and offers support allowing them to use the software to its full potential.

Being able to share a link accessible to any user (subscriber or not) it only takes one person with an institutional account to have long meetings. The connection is stable and the quality of video and sound are very good. Moreover, the subscription price is very reasonable for those who consider buying the product. At \$200 per year, one can have continuous access to all the features of this software.

Zoom: How can Doussou Formation help you?

From the basics to the more advanced sections, we will accompany you so that you can use Zoom at full speed. You will learn how to create your account, join or create meetings, create subgroups or set up file transfer.

“Excellent training that taught me several things about the Zoom platform that I will be able to put into practice quickly. An overview that introduced me to features I didn’t even know existed. The trainer was very professional and attentive to the expectations of the group. »

–Richard

Advanced Zoom Training :

www.doussou-formation.com/formation/formation-zoom-avance/

Most Complete Zoom Training :

www.doussou-formation.com/formation/cours-formation-zoom/

Antidote: The cure for all your words?

Since you’ve been on the job market, you’ve probably had to write hundreds of texts. It’s inevitable. Do you wonder what else is inevitable? Reread 10 times looking for an embarrassing mistake. Whether it is because of a grammar that has been left in the old drawer since the sweet school years, or even the Bescherelle whose dusty pages live a daily life in the dark. There are many reasons for this stress of writing well. High school French lessons are far in our memories and even if we wrote it very well at the time, the fact remains that oversights may have occurred over time. This is where Antidote comes in to spare you the nervousness of making a mistake. As they say, Antidote is the cure for all your “words”.

Antidote: What is it?

The simple answer: Several things. Obviously, we will talk about the large inventory of tools offered by Antidote. First, there is the concealer. It is an extremely powerful and constantly updated tool for writing with a clear head. Indeed, it is combined with several other word processing software such as Word or your email box, for example. By passing your text to the proofreader, the latter identifies possible mistakes by explaining why it would be a mistake and by proposing solutions. Remember the word “possible”. Antidote is a powerful tool, but it is up to the human being who writes to take the time to decide whether there is material to correct or not. There are also filters and various options to customize your experience. For example, you may prefer to write unreformed (onion) or rectified (ognon) French. You can also choose the origin of your language which will then include some local flavors such as Quebec French or Swiss French.

You can have Antidote on your computer, but also on mobile. With constant technological improvements, more and more people use their mobile to work or send emails. Antidote thus offers its services on this platform. Also, you can combine the offer with Antidote+ which is the same fantastic software in a multi-platform version. That is to say, we can correct on tablet, phone, computer or Chromebook.

Then another tool that Antidote offers would be dictionaries. These are immensely complete and offer several different tools. For example if we search for the word “formation” we give the definition or definitions (Action of forming, of forming, the way in which something appears, is formed). We will also give the etymology of the word (from Latin: formatio “action of forming”). We specify the index of use, that is to say to what extent we find it in the French language. And that’s just the first page! Phrases, synonyms, antonyms, conjugations, thesaurus, analogies, quotations including the word or even the history of the etymology. Only one section talking about Doussou Formation is missing for a 100% rating.

Finally, Antidote offers guides to explain the French language and its different facets. Be it grammar, syntax, spelling, punctuation, rectifications and many more things. In short, if you are not sure about a rule, all you have to do is open the Antidote guides. When in doubt, there is an answer with this software.

How can Doussou help you tame Antidote?

Offering a multitude of advanced tools to improve our texts and the quality of the language, Antidote is a must. In the same vein, Doussou Formation is essential for your training needs. We know how challenging writing can be. Our training courses are tailor-made to your profession and your needs. This with the objective that you come out of one of our training courses with the assurance of having learned something useful and relevant. Our course not

only teaches you how to correct in the right way, but you will also know how to better enrich your texts. The language is a toolbox. Garnish it with Antidote and Doussou Formation by following our training.

Canva: a free and accessible tool?

A tool that allows you to create logos, videos, slideshows, visuals and more for free? This is exactly what Canva offers us! Without having to master Photoshop or software that is sometimes more complex, Canva represents a very interesting option as it meets everyone's needs and is very accessible.

What is Canva?

Canva is a web platform that allows you to do graphic design and create documents of all kinds. The free version gives users access to templates, images, illustrations, and even more options. However, although this version can be very useful for new users, it is limited in terms of functionality. As for the pro version, a paid version, it gives access to the entire content catalog. The possibilities are almost endless!

Its versatility

We particularly like the platform for its great versatility. Its usefulness reaches as much the person responsible for creating slideshows for work as the content manager wishing to wow the gallery with powerful visuals. With Canva, you can create business cards, social media posts, graphic organizers, video ads and more! It goes without saying that Canva is a must when it comes to graphic design.

Its ease of use

Whether you're a graphic design pro or a beginner, you'll have no problem getting by with Canva. Its interface is minimalist and the different options are well integrated and discarded. You can create exactly what you have in mind either by using the images and illustrations offered by the site or by uploading your own.

Its free illustrations and patterns

Canva offers thousands of completely free illustrations and templates! So if you lack inspiration in your creative process, the existing models will revive your inspiration and your creativity! Since Canva's illustrations are many and varied, there's definitely something for everyone.

Your best ally in visual or content creation is without a doubt Canva! Using this platform, you will be able to create graphic projects that will stand out. All you have to do is let your imagination run wild!

If you would like to learn how to create a consistent and effective visual identity with Canva, we will be happy to help you! Doussou Formation offers the training that will take you to new heights in terms of graphic design and brand image development. Here's the training you need if you want to consolidate your digital content.