

Effective Email Communication

Length: 1 Day

Summary: In an increasingly knowledge-based culture, it is critical that information is widely accessible and able to be utilized effectively in the workplace. It is also vital that organizations develop policies to guide employees on the correct use of online communications. These should cover issues such as privacy, personal use, monitoring, downloading of content, access by third parties and illegal use of the Internet. Email is a primary method of communication; however, many are not aware of appropriate skills and strategies for communicating effectively. In this course, learners will build knowledge and understanding of email communication with the intent of improving both clarity and effectiveness.

Course Objectives: Upon successful completion of this course, students will be able to:

- Enhance communication in an email message
- Understand the nature of email communication and develop a heightened awareness of the potential perils of digital communication
- Describe the appropriate process for crafting an email; master effective email structures to achieve clarity and successful communication
- Consider the nature of an intended audience and learn to write for the reader(s), starting with effective subject lines
- Think critically through each state of the email writing process
- Learn to work within principles or 'rules of thumb' to ensure professional, clear & effective emails
- Utilize perfect grammar (because it matters!)
- Format messages for readability and learn to avoid "senders regret" by proof reading
- Master the inbox using some core principles and email functions

Who Should Attend? Anyone who wants to enhance clarity and effectiveness of email communication

COURSE CONTENT

1: INTRODUCTION

- Evaluate Your Email Usage

2: EMAIL ETIQUETTE

- Email is Never Secure
- Big Brother May be Reading Your Email
- Productivity is Lost When Cyber-Slackers Log-on
- Email Misuse and Abuse May Get You Fired
- Email Can Be Embarrassing
- Email Abuse Impacts Revenues and Reputations
- Email is Easily Misinterpreted

3: CREATE STRUCTURE FOR SUCCESS

- Forward-To-CC-BCC
- Urgent
- ! High Importance vs. Low Importance
- Subject
- Salutation
- Introduction – Body – Conclusion
- Signature
- Draft

4: RULES OF THUMB

- Effective Subject lines: Tell Me What You Need
- One Page View Only
- Average 15 Words per Sentence
- As Short as Possible – Avoid Extra Words
- 2 – 3 Lines per Paragraph Maximum

5: GRAMMAR PERFECT

- Using Spell Checker
- Check for Simple Sentences
- Use the Active Voice
- Use of Punctuation
- Use of Emoticons

6: FORMATTING YOUR EMAIL MESSAGE

- Email Style
- Writing the Email
- Selecting Your Format Settings
- Choose the Right Font
- Select Appropriate Colors
- Enhancing Readability
- Avoid All Upper – or Lowercase Letters
- Arranging Text into Vertical Lists
- Sending Attachments with Care

7: EXAMPLES

- The Good
- The Bad
- The Ugly

