

Effective Email *Communication Series*

Course Description:

Poor business writing causes delays, costs money, and loses customers. Sharpen your communications using a clear, crisp, concise writing style. Learn techniques that quickly enhance the effectiveness of your correspondence and eliminate clutter from your documents.

Currently 210 billion emails a day zoom around the world. At the present rate, the number will double in four years. Remember that your recipient is suffering from information overload too. Show respect for your colleagues and clients by applying useful techniques and improving the effectiveness of your emails. Learn to send less and get less. Control the quality and quantity of your emails.

Course Length: 6 hours, typically 9-12 and 1-4

Course Audience: Individual Contributors to Midlevel Managers

Course Objectives:

- Write clear, crisp, concise business documents
- Learn to analyze your audience
- Write email that gets the results you want

Course Agenda:

- **Know Your Audience:** Analyze your target audience and focus on their needs.
- **The Basics:** Painlessly review the fundamentals of grammar and punctuation.
- **The Missing Pieces:** Body language and tone of voice are lost in written communications. Your reader could get the wrong message. Find out how to *talk to your audience* in writing.
- **Generational Differences:** There are four generations in the workplace today, all with different experiences and expectations. Learn to communicate with millennials, gen-xers, boomers, and traditionalists.
- **Why Are You Writing This?** If you don't know where you're going, your reader won't know either.
- **Plan Before You Write:** Poor organization stems from poor planning. A good plan keeps you on track and prevents getting lost in the weeds.

MentorTraining

Corporate Computer and Soft Skills Training
Serving the Bay Area since 1987

- **The Importance of Proofreading:** If you can accurately understand this writing, you know the necessity of excellent proofreading. Amazing huh? You always thought spelling was so important.
- **A Healthy Fear of Forwarding:** Don't write anything you don't want to hear read out loud in court. The Forward button means anything you write can wind up anywhere in the world.
- **The Myth of Multitasking:** Guess what—your brain can't do it. Trying to multitask leads to rapid cognitive fatigue. If you email while talking on the phone, both will suffer.
- **The Significance of Layout and Design:** Most people don't read emails; they scan them. Give your reader a roadmap for messages that are read and acted upon—not deleted.
- **The Importance of a Good Subject Line:** Learn to write descriptive subject lines that pretty much say it all.
- **Help, I'm Drowning:** Learn tips that really help you manage the overload—trim the fat from your email traffic.
- **Pick Up the Phone:** Find out when email is not the best choice. Don't spin your wheels by trying to have a ten-way email conversation. Avoid long, convoluted email trails.

Course Methodology:

You learn to write by writing. This course uses many in-class writing exercises to reinforce key concepts. Students collaborate on internet research and explore online writing resources, including sites with links for ESL students. This workshop is guaranteed to improve your writing!

About the Instructor:

The instructor for this course has twenty years of experience with the IBM Corporation in training and training management. She is also the author of the courseware. Currently she consults in corporate training, providing classes that give companies the competitive edge. In her many years of training and writing in the corporate environment, she has developed a deep understanding of adult learning principles and accelerated learning techniques. This experience gives her the background for developing compelling content and delivering engaging classes that bring home the objectives.