Objective:

E-Mails have always been a core tool for business communications, however, when not done correctly, can cause tension, confusion, or other negative consequences.

How can you write emails that get the results you want?

This program will give the participants two core learnings in this regard:

1. Powerful techniques to write effectively to the targeted audience

    a. Structuring one's writing

    b. Writing clearly and succinctly

    c. Addressing the audience needs

2. Global business email etiquette

Training Topics:

Business Writing

- **Understanding your reader's needs:**
    - Writing to answer the reader's question, "What is in it for me?"
    - Writing to keep the reader engaged
    - Understanding the objective
- **Organizing your thoughts:**
    - Getting to the point
    - Inductive vs. Deductive approach
    - The ABC of writing
    - Paragraphing
    - Use of lists

E-Mail Etiquette

- General etiquette
- Sending effective messages
- Form and tone of the messages
- Responding to messages
- Organizing the different parts of an email:

Greeting	Enclosures
Closing	CC & BCC
Subject Line	Screen Appearance
Spacing	Font
Replying	Flaming

Training Hours:

The duration of the module is 8 hours