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MANAGEMENT SKILLS WORKSHOP – COURSE INFORMATION

WRITING EFFECTIVE E-MAIL

Improving Your Electronic Communication

- ❑ Write Clear, Concise E-Mail Messages to get your Point Across
- ❑ Use good Netiquette To Avoid Workplace Disasters
- ❑ Control Your In-Box Clutter and Manage Information Overload
- ❑ Implement an E-Mail Policy for your Organization

**What is the Course About?**

E-mail Correspondence is becoming the prevalent form of communication for many people. Its instantaneous nature makes it a convenient, time-saving tool and has dramatically changed the way we communicate. Today information can be exchanged with a simple click of a mouse, but communicating via e-mail is more than just composing and sending electronic messages, E-mail mismanagement and careless e-mail messages have resulted in lost productivity, Financial loses, public-relations nightmares, and even lawsuits.

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With this in mind, this course of WRITING EFFECTIVE E-MAIL presents not only basic tips for writing messages that are clear and compelling but also offers guidance on sensible e-mail usage, By becoming aware of some potential risks of sending e-mail, you can avoid making mistakes that can lead to personal or workplace disasters. Although e-mail is a widely used tool, it is never secure – e-mail that is misused, or is read by people for whom it is not intended, can have devastating consequences to an individual or to an entire organization. Despite potential pitfalls, e-mail one of the most effective and powerful communication tools we have. This course will show you how to compose and format persuasive e-mail messages with subject lines that will get your message read and acted upon. You will also find tips for reducing the clutter and controlling electronic junk mail that can help you cope with a growing problem for e-mail users – information overload.

The objectives of this course are:

1. To review workplace e-mail risks and suggest strategies for writing safe and secure e-mail to help keep the organization in business and out of court.
2. To explore the role clear and concise e-mail plays in positioning both employees and organizations before internal and external audiences
3. To review strategies for writing persuasive e-mail messages that are opened and acted upon-not ignored and deleted-by readers.
4. To Discuss Technological tools and common-sense techniques to help senders and receivers successfully manage, organize, and transmit their e-mail.

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WRITING EFFECTIVE E-MAIL

Contents:

Part 1: Think Before you E-Mail

- ❑ Beware Potential Perils
- ❑ Deciding When to use E-Mail
- ❑ Addressing Your E-Mail Messages
- ❑ E-Mailing to International Audiences

Part 2: Composing Your E-Mail Message

- ❑ Collecting Your Thoughts with the Five Ws
- ❑ Writing Subject Lines with *Real Oomph*
- ❑ Incorporating a Salutation and Signature
- ❑ Grabbing the reader's Attention: The Lead
- ❑ Organizing with the Inverted Pyramid
- ❑ Comparing Chronological Writing

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Part 3: Keys to Effective E-Mail

- ❑ Striving for simplicity
- ❑ Writing with Power...or Paste?
- ❑ Eliminating Mechanical Errors
- ❑ Spelling Counts!
- ❑ Using the Active Voice
- ❑ Avoiding Sexist Language

Part 4: Polishing Your Cybermanners

- ❑ Setting the Right Tone
- ❑ Dodging Conversational Pitfalls
- ❑ Watch Your Cyberlanguage
- ❑ Extinguishing Flames
- ❑ Punctuating with smileys and shorthand
- ❑ Reviewing Netiquette Guidelines
- ❑ Netiquette Guidelines for Managers

Part 5: Formatting Your E-Mail Message

- ❑ Selecting Format Settings
- ❑ Enhancing readability
- ❑ Sending Attachments with Care
- ❑ Battling Electronic Viruses

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Part 6: Managing E-Mail Overload

- ❑ Controlling Your In-Box Clutter
- ❑ Reducing Spam Intake
- ❑ Organization Wide E-Mail Management
- ❑ Devising an E-Mail Policy for your Organization
- ❑ Using a Sample E-Mail Policy as a Guide

Appendix

- ❑ Drafting Electronic Writing Style Guidelines for your Organization
- ❑ Directory of E-Mail Hardware
- ❑ Authors' Suggested Responses to exercises
- ❑ Glossary of E-Mail Terms
- ❑ Recommended Reading

WHO SHOULD ATTEND: This workshop is essential for all Team Leaders, Supervisors, Executives, and all other responsible staff

DURATION: 2 days (can be customized to 1 or 3 days)

SUPPLIED MATERIALS: Participant Reference Guide, Practical Exercises, and Personality Profile Assessment Guide