WRITING EFFECTIVE EMAILS

1 day course

OVERVIEW

Writing well-structured easy to understand emails not only improves business relationships, it is critical when you require the reader to act on your communications.

This course will help you gain confidence through guided practical exercises and you will learn how to achieve more every day by writing effective emails. By using best practices, you will improve your efficiency which will translate into positive working relationships.

IS IT RIGHT FOR ME?

This course will benefit anyone who uses email at work and wants to learn techniques they can use to manage and write their emails effectively, and gain more confidence in dealing with people via email.

It is especially good for people who don't otherwise do a lot of writing at work and need to build their confidence in everyday written communication, increasing their ability to apply that confidence and skill effectively under pressure.

WHAT WILL I LEARN?

By the end of the course you will be able to:

•   Initiate and manage communications by email that establish and maintain positive relationships with recipients.
•   Structure emails so they are easy to understand and process, encouraging replies to be equally efficient, thereby setting up efficient lines of communication.
•   Acquire an appropriate tone and manner, which you can adapt as the correspondence and relationship develops.
•   Frame subject lines so they are short, instructive and unambiguous.
•   Use appropriate greetings and sign-offs.
•   Safeguard and respect confidentiality in email correspondence.
•   Use the cc's and bcc's appropriately, as well as the protocol of reply to single, selected or all recipients.
•   Edit and proofing quickly but comprehensively before pressing send.

These will be learnt through guided practice; exchanges of experience; written exercise, and assessment of delegates' emails.

PRE-COURSE ACTIVITY

Complete a pre-course questionnaire to help the trainer identify your needs.

WHAT WILL IT COVER?

Familiarity and Tone

•   Key differences from letters: people's greatest uncertainty in emails is how familiar to be.
•   Greetings and sign-offs: with this being a fairly new technology and usage still in

development, what are the options for these and how do you make the right choices?

•   Guidance on tone: the wider range of options in this means of communication and the pros and cons of these

Structure and Brevity

•   Structuring documents well helps to keep them brief and brevity is key to efficient email correspondence
•   Governing thought: keeping the key message prominent and flowing from the subject line
•   Planning: although they are, ideally, short, emails still benefit from top-down thinking
•   Process: ensuring you have a process so that you don't forget attachments, links or additional recipients

Editing

•   Brevity: the key: getting the attention your email deserves is cutting it down to size
•   Accuracy: pick up on any factual or verbal errors before they reach the recipient's screen

Protocols and Politics

•   Reply alls: when to send replies to all or selected recipients and the criteria around those decisions
•   Litigation: what you may and may not legitimately say in emails (however much the immediate circumstances may persuade you)

DO'S AND DON'TS

•   Understand the do's and don'ts that apply to almost all work email correspondence to keep it constructive, efficient and professional

FURTHER COURSES TO CONSIDER

You may also like: Effective Time Management