

Effective Email Drafting

1 Day

BGED

OVERVIEW

The course will involve alternate sequences of exchanging experience and theoretical commentary based on examples of emails.

Furthermore, participants will get the opportunity to practice on email drafting in line with their professional day-to-day experiences, followed by assessments of these emails.

DESIGNED FOR

Designed for anyone regularly required to communicate by using emails.

LEARNING OUTCOMES

By the end of this course participants will be able to:

- Send emails the correct way.
- Draft clear, concise emails which can be easily dealt with by the recipient(s).
- Target the messages depending on who they are communicating to (taking into account the nature of the relationship between sender and recipient and the cultural aspects), to maintain a high quality relationship.
- Use properly the email's functions to improve the quality and effectiveness of email communication.

TOPICS COVERED

Email Communication – Issues

- Parameters of the communication situation
- Specific aspects of email

Quick and Easy to Read

- The right subject line for correct, easy processing and classification of the mail
- Clear visual structure: summary sentence, listing, numbering
- A concise message: essential and relevant information
- Using and naming attachments

Targeted Communication

- Email typology
- Thinking about who you are writing to
- Correct use of some functions of MS Outlook

An Effective Style

- Clear, precise, specific words; action verbs, short phrases – well-written, active and affirmative; structured text (the inverted pyramid, breaking up long sentences, listing); being concise
- Assertive communication
- Specific nature of email - a written form of communication which is read on screen and its stylistic restrictions

Progress and Acquisition of Know-How

- Self assessment table for how effective your emails at work are

EXTRA NOTES

An equivalent course is available in Arabic and French. Please call us for details.