

Writing Effective E-mail

By Shawn J



Introduction

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 losses, public-relations nightmares, and even lawsuits.

With this in mind, this course of WRITING EFFECTIVE EMAILS 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.

Course Objectives

At the end of the seminar, participants will:

- Review workplace e-mail risks and suggests strategies for writing safe and secure e-mail to help keep the organisation in business and out of court
- Explore the role clear and concise e-mail plays in positioning both employees and organizations before internal and external audiences
- Review strategies for writing persuasive e-mail messages that are opened and acted upon-not ignored and deleted by readers

Course Outline

1: Think Before you E-Mail

- a) Beware Potential Perils
- b) Deciding when to use E-Mail
- c) Addressing Your E-Mail Messages
- d) E-Mailing to International Audiences

2: Composing Your E-Mail Message

- a) Collecting Your Thoughts with the Five Ws
- b) Writing Subject Lines with Real Oomph
- c) Incorporating a Salutation and Signature
- d) Grabbing the Reader's Attention: The Lead
- e) Organizing with the Inverted Pyramid
- f) Comparing Chronological Writing

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3: Keys to Effective E-Mail

- a) Striving for Simplicity
- b) Writing with Power...or Paste?
- c) Eliminating Mechanical Errors
- d) Spelling Counts!
- e) Using the Active Voice
- f) Avoiding Sexist Language

4: Polishing Your Cyber manners

- a) Setting the Right Tone
- b) Dodging Conversational Pitfalls
- c) Watch Your Cyber language
- d) Extinguishing Flames
- e) Punctuating with smileys and shorthand
- f) Reviewing Netiquette Guidelines
- g) Netiquette Guidelines for Managers

5: Formatting Your E-Mail Message

- a) Selecting Format Settings
- b) Enhancing readability
- c) Sending Attachments with Care
- d) Battling Electronic Viruses

6: Managing E-Mail Overload

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

Appendix

- a) Drafting Electronic Writing Style Guidelines for your Organization
- b) Directory of E-Mail Hardware
- c) Authors' Suggested Responses to exercises
- d) Glossary of E-Mail Terms
- e) Recommended Reading

Target Audience

This workshop is essential for all Team Leaders, Supervisors, Executives and Managers



About the Trainer – Mr Shawn J

Professional Trainer & Facilitator, HRD Consultant

Pursuing Masters in Business Administration (MBA) with the University of Wales, UK

Train-the-Trainer Certified

Training Management Course certified by PSB (*Productivity and Standards Board, Singapore*) where he covered the Role of HRD in Singapore, Adult Learning, Training Needs Analysis (TNA), Training Budget and Administration, Designing Training programmes, Training Evaluation, Organisational Development and other topics.

First Aid Certified

KEY EXPERIENCE:

Mr Shawn J has trained many corporate clients from Operations, Supervisory, Managerial up to the Executive Level from various organisations such as Ministry of Foreign Affairs, AXS Pte Ltd, Intertrust Singapore Corporate Services Pte Ltd, Police Radio Division, Singapore Police Force, KES Systems & Services Pte Ltd, and many more in programmes such as Emotional Intelligence, Fundamental Supervisory Skills, Telephone Courtesy & Customer Service, Selling through Customer Service, Building High Performance Teams, Management and Leadership Skills, and other soft skills-related courses.

Mr Shawn has also been conducting Strategic, Tactical and Operational Vendor Management Workshops. His clients include Roche Singapore Technical Operations Ptd Ltd, Simmons (Southeast Asia) Pte Ltd, Mun Siong Engineering Limited, Nanyang Polytechnic, LSI Logic Singapore, National University of Singapore, NorthLight School, and Singapore Civil Defence Force.

Participants have found his workshops highly interactive, practical, realistic and easy to understand and implement. He customises his workshops to different client's specific needs and often includes extra topics he finds his participants need from the interaction with them during the workshop.

In addition, his trainings are found to be lively, conducted with great enthusiasm and passion and highly interactive. His ability to link concepts, examples & experiences discussed during the trainings to actual workplace examples, has helped his participants put into practice the skills learnt, within their area of work. Participants find him approachable & friendly. His systematic thinking, clarity in communication & delivery of training has resulted in favourable feedback and positive comments from his participants.

He has completed the Training Management Course conducted and certified by PSB (Productivity and Standards Board, Singapore) where he covered the Role of HRD in Singapore, Adult Learning, Training Needs Analysis (TNA), Training Budget and Administration, Designing Training programmes, Training Evaluation, Organisational Development and other topics.

He has also completed the (Practical Skills for Trainers) Train-The-Trainer course conducted and certified by the National University of Singapore (NUS) extension.

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Date: [] 05/10/2018 [] 10/12/2018
Venue: TBA, 9am – 5pm
Fee: [] S\$650 (before GST) for D&B Subscriber [] S\$760 (before GST) for Non-subscriber
(Includes materials, refreshments and lunch)

Email completed forms to adrian.chai@dnb.com.sg or Fax to 6226 0178

Participant(s) Information

Name 1: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 2: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 3: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Company's Information

Name of Company: _____
Address: _____ **(Postal Code)** _____
Telephone: _____ **Fax:** _____
Liaison Officer: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Payment Information

[] **D&B subscription units** (Account no: _____)
[] **Invoice** (Attention to: _____)
[] * **Cheque**. Please made payable to: **Dun & Bradstreet (Singapore) Pte Ltd**
[] * **VISA** [] **Mastercard** [] **Amex**
Card no: _____ **Expiry date:** _____
Signature: _____ (*GST applies for cheque & credit card payment)

Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received.
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 14 working days before commencement is entitled to full refund of seminar charges (only applicable to cheque or credit card payment). No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
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