PROFESSIONAL DEVELOPMENT TRAINING

3158 3955

REQUEST QUOTE

1.0 DAY COURSE

Email Etiquette Training

You and your employees can benefit from learning about standard email etiquette by attending an Email Etiquette training course.

This Email Etiquette training course from PD Training provides participants the skills and techniques necessary for managing emails professionally, writing emails with clarity and proper structures to avoid misinterpretations and miscommunication among staff and clients, managing groups and bulk emails, setting up read requests and much more!

This Email Etiquette training course can be delivered at your premises anywhere in Singapore by one of our expert local or international trainers.

Contact us today for a group quote.

What You'll Gain:

A new international workplace survey has found that 83% of Singaporeans use email, Internet, or both while at work and most are convinced it makes them more productive.

The survey found that the use of online communications has extended across most of the workforce with only 9% using neither email nor Internet. Both men and women were equally enthusiastic users of email and the Internet and those in the 25-54 year old age bracket were intensive users.

In this age of technology, email is the preferred and often most efficient form of communication, yet many organizations overlook putting a policy into place regarding the etiquette that should be followed by all staff.

Issues like bullying, sharing jokes and pictures and other inappropriate content should be highlighted with rules put into place about what is and what is not allowed when using internal or external email communication.

In an increasingly knowledge-based economy, it is critical that information is widely accessible and able to be utilized effectively in the workplace. It is also vital that organizations develop policies to guide employees on the correct use of online communications. These should cover issues such as privacy, personal use, monitoring, downloading of content, access by third parties and illegal use of the Internet.

Outcomes

After completing this course participants will be able to:

- Develop a heightened awareness of the potential perils of digital communication
- Master effective email structures to achieve clarity and successful communication
- Learn to write for the reader, starting with effective subject lines
- Make the most of 'email estate'
- Carefully consider the email recipients
- Learn to work within principles or 'rules of thumb' to ensure professional, clear & effective emails
- Perfect grammar because it matters
- Format messages for readability
- Learn to write professionally and brand Broadcast emails
- Learn to avoid senders regret by proof reading
- Understand 'netiquette'
- Master the inbox using some core principles and email functions

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Modules

Lesson 1: Introduction

- Evaluate your Email usage
- Workshop Objectives

Lesson 2: Introduction to Email Etiquette

- Email is never secure
- Big brother may be reading over your electronic shoulder
- Productivity is lost when cyber-slackers log on
- Email misuse and abuse may get you fired
- Email can be embarrassing
- Email abuse impacts revenues and also reputations
- Email is easily misinterpreted

Lesson 3: Create Structure for Success

- Forward-To-CC-BCC
- Urgent
- ! High Importance Low Importance
- Subject
- Salutation
- Introduction – Body – Conclusion
- Signature
- Draft

Lesson 4: Rules of Thumb

- Effective Subject lines: Tell me up front what you want from me
- 1 page view only
- Average 15 words per sentence
- As short as possible – no extra words
- 2 – 3 lines per paragraph

- Time Delays

Lesson 5: Grammar Perfect

- Using spellchecker
- Check for simple sentences
- Use the Active Voice
- Use of punctuation
- Use of emoticons
- Use of text talk

Lesson 6: Formatting your Email Message

- Email Style
- Writing the Email
- Selecting your format settings
- Choose the Right Font
- Select Appropriate Colors
- Enhancing Readability
- Resist the urge to use All Upper – or Lowercase Letters
- Arranging Text into Vertical Lists
- Sending Attachments with Care

Lesson 7: Broadcast Emails

- Branding
- Importance of Branding and consistent subject headings

Lesson 8: Proofreading Does Pay

- A Proofreading Primer
- How Peer Review Can Help

Lesson 9: Polishing Your Cybermanners

- Watch your Cyberlanguage
- Avoiding Sexist Language
- Set the Right Tone
- Dodging Conversational Pitfalls
- Extinguishing Flames

Lesson 10: Netiquette Guidelines

- Reviewing Netiquette Guidelines
- Netiquette Guidelines for Managers

Lesson 11: Managing Email Overload

- Controlling your Inbox Clutter

Lesson 12: Examples

- The Good
- The Bad
- The Ugly

Talk to our expert team

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