PROFESSIONAL DEVELOPMENT TRAINING

09 884 0762

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1.0 DAY COURSE

Email Etiquette Training

In this age of fast changing technology, email is the preferred and often most efficient form of business communication. Yet many organisations in New Zealand overlook the etiquette framework that should be in place when using this very important business communications tool.

The PD Training Email Etiquette training course provides you with the skills and techniques necessary for managing emails, creating and managing groups, writing professionally with effective email structures, creating signatures and templates and more. Learn how to draft emails that are clear and concise and won't be misinterpreted by co-workers.

This valuable training course is available now throughout New Zealand including Auckland, Wellington and Christchurch. Or have us customise a training solution that matches your specific organisational requirements.

What You'll Gain:

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

With this growing trend in modern business communication within New Zealand, the explosion of unnecessary and time-wasting emails was one of the biggest sources of complaint. Some 35% of workers said they received high levels of emails that were either time wasting or unnecessary. This evidently points to the volume of emails that are directed to people without a clear purpose.

In an increasingly knowledge-based economy, it is critical that information is widely accessible and able to be utilised effectively in the workplace. It is also vital that organisations 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

In this course you will:

- 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

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 Your Email
- Productivity is Lost Due to Cyber-Slackers
- Email Misuse and Abuse May Get You Fired
- Email Can be Embarrassing
- Email Abuse Impacts Revenues and Reputations
- Email is Easily Misinterpreted

Lesson 3: Create Structure for Success

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

Lesson 4: Rules of Thumb

- Effective Subject lines: Tell Me What You Want
- One Page View Only
- Average 15 Words per Sentence
- Avoid Extra Words
- 2 – 3 Lines per Paragraph

Lesson 5: Grammar Perfect

- Using Spell Checker
- 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 Colours
- Enhancing Readability
- Avoid 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 Cyber Manners

- Watch your Cyber Language
- 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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