

Business Writing - Concise and Effective Emails

Course Overview - Half Day

Emails have become the preferred choice for business communications. Are emails one of your big timewasters? Would you like to know strategies for streamlining your email correspondence, freeing you up to focus on other tasks?

If you're serious about writing emails that are reader-friendly, concise, and get the outcomes you're looking for; then this is the course for you.

Effective email communication reduces confusion and miscommunication. The course will show you how to gain control over your emails, saving you time and enabling you to work far more efficiently.

Course Structure

Organising Your Thoughts

Learn how to clearly clarify and define your central purpose and message. What to consider before getting started.

Email Structure

Tone is an important factor in emails. Getting it wrong can push negative-buttons and create miscommunication. Four factors which help define the tone of your email.

Write for Your Reader

People deal with information overload by filtering, skimming, and scanning. They don't have time to read long-winded emails. How to connect with your reader by streamlining.

Manage Your Tone

Tone is an important factor in emails. Getting it wrong can push negative-buttons and create miscommunication. Four factors which help define the tone of your email.

Understand Email Etiquette

Key email fundamentals and how to avoid common pitfalls.

Managing Your Email Inbox

Take control of your emails. Learn time saving tips to significantly improve your efficiency and improve your email management.

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Course Dates & Prices

Course Dates:	Please refer to our website for upcoming dates innovativetraining.co.nz
Investment:	Standard Fee: \$425 + GST Early Bird Fee: \$375 + GST
Duration:	A half day course, starting at 1.00pm and concluding at 4.00pm.
Location:	Registered course attendees will be provided with full venue details.
Limited Numbers:	Courses are limited to 10 participants. Please register early to avoid disappointment.
Inclusions:	Highly experienced trainer, a comprehensive manual, ITS Certificate of Achievement.

Training Outcomes

- › Writes email business communications which are easily read and understood.
- › Adapts email style and message structure to suit the reader/customer.
- › Before starting, considers 'Who is reading this, what do they need to know'.
- › Writes in a clear and concise manner. Eliminates wordiness and jargon.
- › Keeps it simple. Uses plain English to minimise confusion and miscommunication.
- › Understands the importance of tone and message management.
- › Uses bullet points to save time, both the readers, and their own.
- › Makes better use of the 'Subject line' to target a response.
- › Manages email folders and cuts down on unnecessary email traffic.
- › Produces a 3-week Action Plan to apply training in real-worktime.

Please Note

We can facilitate this course in-house for your business and customise the content to suit your requirements. To discuss your needs, get-in-touch by email: enquiry@innovativetraining.co.nz or call us +64 9 360 3252.