

Email Excellence™

Do your employees waste their own time and that of others with rambling and incomplete or unclear email messages? If so, this eight-hour workshop will provide tips and techniques to save your organization time on both the sending and receiving end of the communication!

Key Objectives

- Use the **MADE Format®** for organizing messages quickly and clearly
- Identify essentials for recording customer interactions in your database
- Select appropriate details
- Make information easily accessible with easy-to-read, eye-appealing layouts
- Improve clarity of your messages with short sentences, specific words, and clear references
- Identify and correct the ten most common grammatical errors in business writing
- Differentiate between informal, formal, and pompous styles
- Follow the rules of email etiquette to create the proper image
- Manage high-volume email

Who Should Attend

Anyone who composes email messages

Materials/Texts

Participants will receive the text *E-Writing: 21st-Century Tools for Effective Communication* by Dianna Booher (Simon & Schuster/Pocket Books) and job-aids. The participants' own email samples will serve as class exercises for practice of the techniques learned.

Class Size

15-20 participants