

# Ensuring Email Etiquette

## Introduction:

Good business writing is certainly essential in today's dynamic business environment. Many business professionals are unaware that business correspondence style has evolved over time and if they continue to adopt the old fashion way of writing, the company and their own image are affected. Therefore, making things clear and being understood are very critical aspects of our daily office communication. These objectives are even more difficult to achieve when written email communication is involved. The appropriate writing style needs to be identified, sentence structure and choice of words must all be properly selected to transmit the intended message in the clearest possible way.

## Course Objectives:

This workshop will help learners develop their abilities to overcome the difficulties of putting thoughts into words, and forming words into presentable and effective email messages.

At the end of the workshop, learners will be able to:

- develop a clear understanding of the writing process
- organize thoughts and ideas effectively
- avoid common errors in business writing
- reduce false starts and rewrites
- write effective mail messages for memos, letters and reports in a well-toned, clear and concise manner
- achieve readability and the desired results from both internal and external customers

## Course Outline:

### 1. Fundamentals of Good Business Writing

- Barriers to communication and top common email mistakes
- The writing process and the use of effective words and sentences
- The 7"C"s Principles of effective writing
- Planning, organizing and presenting thoughts and ideas in a clear and concise manner using Mind-mapping Technique
- Possible ways to get started and writing within context

### 2. Types of Written Messages

- Mastering memos and business netiquette
- Benefits of email communication
- Formats and protocol for external and internal email correspondence
- Adopt the "Do-it-Now" Principle, schedule a timetable in blocks
- Create folders to stay organized
- Assign timelines to complete priorities and important tasks
- Keep up-to-date for higher productivity
- Communicating the intended message using appropriate style, tone and words for various types of correspondences (e.g. replies to enquiries, special cases, complaints/feedback)
- Email correspondence that "warm up" a business relationship
- Job-related exercises and case studies

### 3. Summary

- How to be more persuasive?
- How to write faster?
- How to enjoy writing for results?
- Back-to-work application



### Trainer

Catherine Syn has conducted both public and in-company seminars and workshops in time & stress management. She has been working closely with individual client companies on the development and design of training programmes to their specific organization's training and developmental needs.

<b>Date</b>	May 2019
<b>Duration</b>	1 day, 9am to 5pm (7 hrs)
<b>Fees</b> (Prices are inclusive of 7% GST)	\$267.50 per pax
<b>Course Venue</b>	<b>PMAS Academy</b> Print Media Hub @ Paya Lebar iPark 61 Tai Seng Avenue #05-14 Singapore 534167

You may go to the following link: <https://goo.gl/e9AXHB> to register!

**Enquiries:**  
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