



E-MAIL ETIQUETTE (1 DAY)

A Specialised Kwelanga Training Programme

INTRODUCTION

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

E-mail Etiquette will provide you with the skills and techniques necessary for managing E-mails, creating and managing groups, writing professionally with effective email structures, creating signatures and templates and more. Learn how to draft E-mails that are clear and concise and won't be misinterpreted by co-workers.

The majority of office staff use email, Internet, or both while at work and most are convinced it makes them more productive. However, the explosion of unnecessary and time-wasting E-mails is 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 E-mails 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.

WHAT THIS COURSE CAN DO FOR YOU...

- Develop a heightened awareness of the potential dangers of digital communication
- Master effective E-mail structures to achieve clarity and successful communication
- Learn to write for the reader, starting with effective subject lines
- Carefully consider the E-mail recipients
- Learn to work within principles to ensure professional, clear and effective E-mails
- Perfect grammar
- Format messages for readability
- Learn to write professionally
- Learn to avoid senders regret by proof reading
- Understand the concept of 'netiquette'
- Master the inbox using some core principles and email functions

TARGET AUDIENCE

This course is suitable for all business professionals who wish to ensure that they are creating an excellent impression to both the internal and external customers of an organisation. E-mail is the most frequent means of communication and those who use it, must know how to ensure a positive reading rate and fast response.

COURSE CONTENT

Pre-Course Self-Assessment

- Evaluate your E-mail
- Evaluate your E-mail usage

Introduction to E-mail Etiquette

- E-mail is never secure
- Big Brother may be reading your E-mail: Phishing, Spam and Scams, public Wifi
- E-mail misuse and abuse may lose you your job!
- E-mail Policies
- Embarrassing moments
- Impacts of email on revenues and reputations

Create Structure & Format for Success

- Actionable Subject lines
- Forward-To-CC-BCC-Reply to All
- Salutation
- The 5 C's of Modern Business writing
- Sentence length
- Paragraphing: Introduction – Body – Conclusion
- Draft
- Time Delays

Rules of Thumb

- ! High Importance vs Low Importance
- Response time
- Length of E-mail
- Attachments

Perfecting E-mail Grammar

- Sending E-mails that get the results you want
- Using Spell Checker
- Use the Active Voice
- Use of Punctuation
- Use of Emoticons

Formatting your E-mail Message

- E-mail Style
- Writing the Email
- Selecting your format settings
- Font
- Using Colours
- Enhancing readability
- Upper and Lower case letters

Polishing Your Cyber Manners

- Watch your Cyber Language
- Acronyms and E-mail
- Set the right tone and voice
- E-mail is easily misinterpreted

Netiquette Guidelines

- Reviewing netiquette Guidelines
- Netiquette Guidelines for Managers

Branding

- Importance of Branding
- Why Corporate Signatures are important
- Top 10 E-mail signature branding Dos

Managing Email Overload

- Controlling your Inbox

Personal Accountability & Commitment Plan

TRAINING APPROACH

The primary objective of our training is to ensure that the knowledge acquired is applied successfully, adding real value and **making a visible difference to work performance** in the business environment. The courses have a strong focus on an outcomes based approach and are facilitated on a highly interactive basis encouraging active delegate participation using:

- Role-plays
- Break-away sessions
- Relevant business exercises
- Presentations
- Demonstrations
- Questionnaires
- Discussion activities and
- Case studies

High emphasis is placed on learning through ‘doing’ where learners are presented with real life and workplace case studies ensuring delegates develop knowledge and confidence to take their enhanced skills back into the business environment and apply them successfully. The group leaders are trained to create a comfortable atmosphere where delegates can evaluate themselves and their skills, generate ideas and solutions to problems and plan suitable growth in the workplace.

POST COURSE ASSISTANCE

“Contact the Coach” – Bridging Learning for Business Results

We offer a continued learning relationship providing **FREE** access to post course support to embed the knowledge gained. Our advisors are subject matter experts in each area of specialisation.

Delegates can “Contact the Coach” for support, information or assistance with additional questions regarding the application of theory covered during the course.



Personal Accountability & Commitment Plan

Kwelanga is determined to promote and encourage accountability and behaviour change once delegates return to the work place. A Personal Accountability & Commitment Plan is therefore included in each course presented.

Facilitators will guide delegates through the recording of action plan items and will encourage them to show their Personal Post Course Accountability & Commitment Plan to their up-line on their return to work so accountability is created. This tool will also be useful for monthly one-on-one development discussions.

KWELANGA BUSINESS & EXECUTIVE COACHING

Kwelanga Training now offers coaching on a one-to-one or team coaching basis. Issues covered are chosen by the organisation or the individual to ensure maximum focus is given to achieve measurable outcomes.

Coaching provided by certified professional business and executive coaches is key in transforming management and support staff’s excellent performance to peak performance.

For further details contact:

Rose Gray
Business and Executive Coach (WITS Business School)
Tel: +27 11 704 0720
Email: rose@kwelangatraining.co.za