



VIRTUAL INSTRUCTOR-LED TRAINING

EMAIL ETIQUETTE (2 x 3 HOUR SESSIONS)

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.

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

REFERENCES

“I enjoyed learning about the 5 C’s checklist. I think this is mostly important because it enables the writer to consider everything.” ~ Amanda Skoti (Southern Oil)

“Learning how to write professional email and how to process them.” ~ Ceclin Begbie (Communicare)

“Clear and straight to the point. Real life examples.” ~ Lebogang Molopyane (Redefine Properties)

“I enjoyed everything, was excellent.” ~ Mohose Molelekoa (Unitrans)

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 Wi-Fi
- 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

VIRTUAL INSTRUCTOR-LED TRAINING

Participants “attend” virtual classroom training, through the Zoom on-line platform, without having to travel to and from the classroom each day. Courses are divided into several shorter sessions to minimise operational disruptions and improve knowledge retention.

Training is facilitated in real-time, providing the benefit of hands on learning. Delegates interact with the facilitator and each other, as with any other classroom experience. This allows for a cooperative learning environment, where participants can share knowledge, engage in positive discussions and work together.

Benefits of Virtual Instructor-Led Training

- ✚ Virtual training provides flexibility to both the client/delegate and facilitator.
- ✚ Delegates are active participants rather than relying entirely on the instructor.
- ✚ Virtual training is conducive to a more fluid exchange of ideas, focused real-life scenarios and an intensified level of engagement.
- ✚ Information is shared through video, documents, and written notes with learners in real-time.
- ✚ Delegates who have internet connection can learn at anytime and anywhere through virtual learning or through recorded videos.
- ✚ Delegates can participate in discussions and ask questions at any time.
- ✚ Breakout rooms allow delegates to work in groups and complete activities in teams which allows for a rich interactive experience.
- ✚ Access to expert facilitators who may otherwise be unable to visit workplaces due to unforeseen circumstances.
- ✚ Use of slides and video clips enhances virtual learning.

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.

On-Line Knowledge Hub

All delegates attending Kwelanga Training courses have **FREE** access to post course on-line resources. Up-to-date, convenient and easily accessible information, relevant to the programme attended, is available. Tools include case studies, articles, exercises and other valuable information which will reinforce course content and assist in transferring knowledge and skills to the workplace.



OUR COMMITMENT TO YOU ...

Kwelanga Training's Commitment

*To develop and inspire each individual to be the best that they can be.
To assist clients in the transfer of skills and positive behaviour change.*

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