

HELPING TEAMS TO SEND BETTER EMAILS

Trillions of emails are sent every week and yet most people have never received training on how to use email. (Radicati Report, 2011)

From the perspective of history, email is relatively new. Although technically invented in the 1970's, it was almost non-existent until the release of Windows Live Hotmail in 1996. In just over a decade, email went from obscurity to become the predominant form of communication in most workplaces.

Schiple and Schwalbe write: "Just as previous generations struggled to integrate first the telegraph and then the telephone into their lives, we're struggling to integrate email into ours. We're using it and overusing it and misusing it" (Send, 2010, p. 10.)

This course is all about email. How to write emails. How to avoid email pitfalls. When to use email and when not to. We help your team to identify its 'top 5' areas of improvement and then send you the results (PowerPoint, PDF, graph) to make it count in the long term.

Time and Cost

- 2.5 hours (includes a morning tea break).
- In-house bookings - \$1,100 (plus GST) up to 25 participants (exc. venue, food, travel outside of Hobart region)

Who will benefit most

- Any team seeking to improve the way they individually and collectively use email.

Key content areas

- Introduction – understanding email as a form of communication; when to use email and when to avoid it.
- Building Blocks – outlining the mechanics of an email and how to write emails effectively.
- The Emotional Email – why people email badly and how to write an emotionally intelligent email.
- Email and the Law – how to avoid getting in trouble with the emails that we send.
- Email Manifesto – outlining healthy email practices specific to *your* team; clarifying individual and collective expectations; forming the foundation of an Email Manifesto that defines 'how we do things around here.'