Clear and Concise Email and Business Writing

OVERVIEW
Take a look at the emails in your inbox and see how many have rambling sentences, misleading subject lines, poor grammar, improper word usage and typos. Without a doubt you’ll find a lot of these problems. Poorly written, ineffective emails are epidemic in the workplace.

In this one-day training you’ll learn how to spend less time and effort writing. You’ll learn how to avoid making the embarrassing mistakes you see others make and write clearly and concisely. With dozens of examples, this confidence-boosting seminar will show you how to easily and immediately improve everything you write from here on out—with a special emphasis on email.

LEARNING OBJECTIVES
- Discuss techniques to ensure every email you write gets opened and read
- Describe how to convey the tone you mean to convey in all of your written communications
- Recognize methods to clearly make your point
- Explain how to write meaningful subject lines
- Use more of the features in Outlook® to be more productive
- Presenting complex information without confusing readers
- Why, when and how to use transition words
- Writing to people who scan instead of read
- Change internal vs. external tactics when communicating
- Eliminate trite, cumbersome and lazy writing
- The finishing touch: Simple proofreading techniques to ensure your piece passes the “pro” test
- Why good communication matters—no matter what the channel
- The first lesson in business communication
- Avoid communication breakdowns
- Dos and Don’ts when writing on the job—especially emails
- Avoid turning people off with your emails
- How to make communication one of your strongest points
- Making a positive impression with everything you write
- Masterful ways to persuade anybody you write to

The new guidelines for improving email results and productivity
- Dispelling common myths about email
- Why striking the right tone in email is so important ... and so difficult
- Use bullets so your reader can zoom right in
- What works and what doesn’t with subject lines
- Semicolons don’t belong in email! How to keep sentences short
- Don’t write a novel! Cutting excess words saves you and your reader time
- Quickly answer every reader’s top question: “What’s the point?”
- Should you email or call? The “2X rule” makes that decision easy
- The good, the bad and the ugly in email
- The biggest email etiquette mistakes
- How pausing before hitting “send” will pay off

Strengthen your writing with business writing “how-to’s”
- Getting started—tackling procrastination
- Why you can’t go wrong using plain and simple English—especially in emails
- Quick and painless grammar “how-to’s”
- Do these four things to write faster
- What you can learn from your newspaper’s home page about getting to the point
- How readable is your message?
Maximizing the full capabilities of Outlook® to become a more productive emailer

- The secret to an empty inbox: Deciding what to do with every single message
- Four cool ways Outlook® will make you a more productive emailer
- Using the advanced tools in Outlook® to shrink your inbox
- How Outlook® is reinventing email management to keep up with on-the-go business professionals
- What you need to know about the “rules” of Outlook® to save time and stay organized
- Great ways Outlook® helps you respond to email faster
- How the color-coding system in Outlook® will make your life easier
- Worried you’ll forget a message or a task? Let Outlook® remind you
- Do you waste too much time searching for past emails? Problem solved!

TRAINING DELIVERY

- Pre-training: Tailoring and customization of content
- Delivery of training using presentation, small group exercises, case studies, role-plays, games, etc.
- Post-training: Follow-up within 30 days to review information, provide coaching, set goals, etc. (optional)