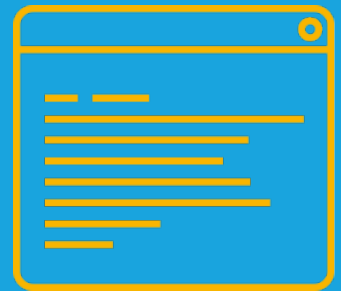


Effective email writing

Course for companies

Live online

**Who is it for?**

Every team that have to write emails at work.

Delivery

We deliver this course live online.

Participant numbers

Four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

Course length

Flexible – typically a half-day of training plus a half-day of coaching sessions.

Pricing

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

+44 (0)1273 732 888

info@writing-skills.com

25 years



of better writing

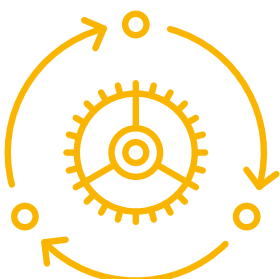
Email is a problem that is hiding in plain sight. We all use email every day. Yet, too often, email fails to be the effective communication tool it deserves to be.

Emails are more likely than other kinds of work to be littered with spelling and grammar errors. Poor structure can result in overlong emails that fail to deliver their key message. And poorly worded emails can lead to misunderstandings between colleagues or with clients, causing disrupted workflows and needless stress.

But it doesn't have to be this way. Used well, email gets ideas across quickly and smoothly. Rather than a barrier to action, it can be an invaluable tool for making sure that everything that needs to happen, happens.

Tailored to your needs

We designed this course to help your team claw back the time lost to poorly written emails. The end result is clear, professional emails that mean they can hit 'send' with confidence. And because we tailor the training to your precise needs, your team will easily see exactly how to apply everything they learn to what they do every day.





'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,
Talbot Underwriting Services

Tailored virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in short, intensive sessions to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

After the training, delegates will have a year's access to our business-writing helpdesk. This email and phone helpline provides an extra source of support while they're putting their new skills into practice.

Learning objectives

On this course, your team will learn how to:

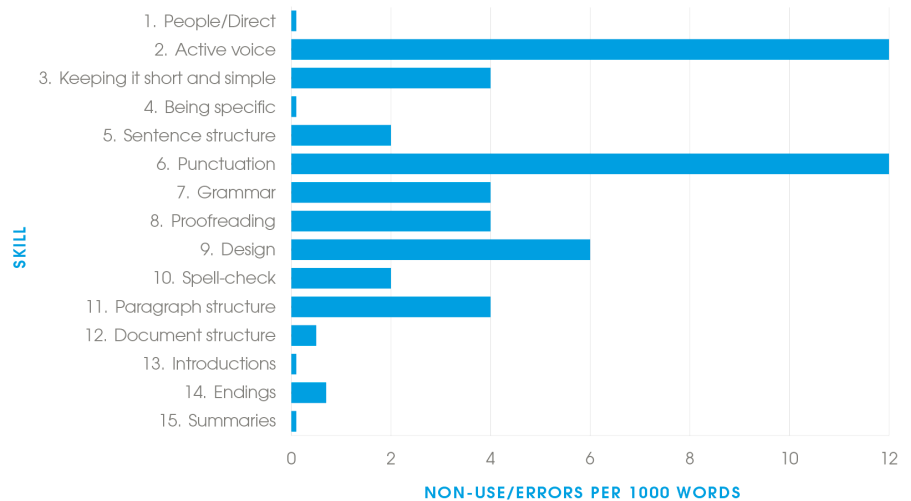
- ✓ begin and end emails professionally
- ✓ set a clear objective
- ✓ consider their audience
- ✓ structure emails logically
- ✓ write clearly and succinctly
- ✓ get the reader on-side from the beginning
- ✓ communicate their messages effectively – first time
- ✓ avoid making embarrassing mistakes
- ✓ know when email isn't the best solution.



Personalised analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

After the group training, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and exactly how to put their new skills into practice to make rapid improvements.

A blended approach for lasting learning



Your team will learn a lot on this intensive course. But changing writing habits takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or e-learning.

Contact us to discuss the best blended programme for your team.

Trusted by over 1,000 organisations worldwide, including:



Example programme

Effective email writing



Course for companies

Live online

9.30-12.30

Clear, reader-focused emails

Introduction and course overview

Planning an email with the recipient in mind

Creating a logical structure for your emails

Getting the recipient to take (the right) action

Improving readability

- ☑ Making your writing active
- ☑ Writing in plain English
- ☑ Structuring your sentences for easy reading

Getting the tone right

Avoiding mistakes

Email do's and don'ts

13.30-17.00

Individual coaching and analysis feedback

Build your programme: optional follow-up

Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to build on and reinforce the learning.

Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Get in touch to discuss your writing course today

Call: +44 (0)1273 732 888
Email: info@writing-skills.com