



## Effective Business Writing & Email Etiquette

### Overview

Whether we want to or not, most of us must write. We write to explain things, to smooth relationships, to convince others of the value of some course of action. Such writing must be clear concise, complete, and correct. It must also convey our message in a courteous tone. It has been said that we spend 40% or more of our working day reading, writing and sending emails. While email is easy and fast, when misused it results in lost productivity, miscommunication and frustration. This workshop gives participants the tips, tools, and techniques to manage the volume of emails they receive each day. Participants will learn the etiquette of sending courteous and respectful emails. As well, you learn to quickly draft emails that are clear and readable.

### Learning Objectives

- Writing Essentials
- Unblock Writer's Block
- Tailor Your Writing
- E-Mail Fundamentals
- Key E-Mail Components
- Grammar Basics
- Proofreading Techniques
- Learn to assess the audience and their needs
- Understand and practice the skills needed to produce professional writing including planning, drafting, revising, and editing
- E-mail etiquette
- Grammar and Proofreading
- Crafting your business documents

### Course Agenda

#### Module 1— Sending email

- Know when email is appropriate and when it is not
- Be a courteous and responsible email user
- Share time-saving conventions with your co-workers
- Compose informative subject lines

## Module 2—Writing email

- Match tone to your reader and your purpose
- Write requests that are clear, respectful and to the point
- Respond appropriately, even when the news is unwelcome
- Write emails that build relationships by using a positive, professional style

## Module 3— User Centered Design Principles Pre-Planning

- Define your message with the 5 W's
  - What has prompted you to write this document?
  - Why are you writing this document?
  - Who is going to read it?
  - What do your readers need to know?
  - What action do you want your readers to take?
- Know Thy Audience
- Introduction to the three stage process of audience analysis:
  - Development: Identifying your readers and their needs, values, attitudes, context, and how they will use your documents
  - Reading: Review of document by a select audience
  - Action: Utilization, information assimilation, and feedback from stakeholders

## Module 4—Creating Writing Pieces

- Core Components and Recommendations for Commonly Used Business Documents
  - E-mail
  - Memorandums
  - Reports
  - International Correspondence
  - Writing with purpose
  - Determining what the document needs to achieve or prove (author's purpose)
  - Establish why your readers need this document (audience's purpose)
  - Identify information readers need to know
  - Utilizing the inverted pyramid structure for structuring your writing

## Module 5 - Fine Tune Your Writing/Refining the Message

- Persuasive writing elements and recommendations
- Informative writing elements and recommendations
- Creating strong openings and closings for impact and action
- Using active voice in writing to increase clarity and conciseness
- Utilizing parallel construction for impact
- Applying appropriate word choice for maximum understanding
- Suggestions for writing effective paragraphs
- Using transitional words and phrases to help with document flow

## Module - Practical Proofreading and Editing Techniques

- Standard Written English Review
  - Grammar terminology overview
  - Expressing numbers in writing

- Modern grammar rules
  - Preposition review
  - Using appropriate punctuation
- Identify common proofreading mistakes
- Review and use of style guides and notation methodologies