

This intensive, productive and stimulating session will encourage delegates to critically examine their current usage of e-mail, and reduce their dependence on the medium.

The session will last two hours so three sessions can be scheduled in one day, typically 8.45 am to 10.45 am, 11.00 to 1 pm and 2pm to 4pm. (This will allow an optional, internal session, focusing on the more 'technical' aspects of using the e-mail system, for about an hour immediately afterwards.)

Your Workshop Leader: Tony Bray

Author of 18 management books and training packages

LEARNING OUTCOMES

By the end of the workshop, delegates will:

- Have reviewed their current usage of e-mail.
- Recognise those situations for which e-mail is not the best way to communicate
- Be more aware of the impact of style and language on the recipient
- Have given feedback on a sample of company e-mails
- Be less reliant on using e-mail and recognise how we use e-mail to avoid certain situations
- Feel more confident using e-mail to project a professional image

WORKSHOP FORMAT

Delegates will be asked to provide examples of their e-mails beforehand. Through a mixture of discussions, exercises and activities, participants will work through a variety of approaches to improve their use and handling of e-mails.

WHO SHOULD ATTEND

This workshop will be useful for anyone who would like to 'keep on top' of their e-mails and who would like to use their e-mail system with competence and confidence on a daily basis.

Outline Programme

Welcome and introductions

When to use e-mail?

Brainstorming activity and team discussion

Principles of Using e-mail

Open, honest, respectful, modern, clear, cost-effective, straightforward, accessible and accountable

E-mail and time management

Taking control of your working life
The 'low-information diet'
Reading and deleting
Approaches and practices for managing stress

The 'wrong' reasons for e-mail

Avoiding 'difficult' or controversial discussions or people
Side-stepping decision-making processes
Being defensive and creating over-elaborate audit trails.

E-mail style guide

Reviewing the key elements of designing effective e-mails

- logical structure: the 5Ps checklist
- balancing brevity with completeness
- personal and persuasive language
- avoiding abbreviations
- summarising long chains of short messages

Deadlines and security issues

Style, tone and etiquette

Professional sign-off

Review and discussion on preferred style

Action planning

Delegates commit to specific action points.
Complete end-of-course questionnaires.



COMMUNICATE

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