

# Email Expertise

## Virtual Four or Six hours

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It is a fact of life that we spend at least 35% of each working day reading, writing and sending emails. While email is easy and fast, when misused it results in lost productivity, miscommunication and frustration. Even worse, a sensitive email that lands in the wrong inbox can lead to public embarrassment, job loss, or even a lawsuit.

This course gives you practical techniques to manage the volume of emails you receive each day. You learn the etiquette of sending courteous and respectful emails that save everyone time. And you learn to write messages that are concise and to the point, and ensure your messages are clear and easy to respond to.

### Who should attend

This course is for anyone who wants to gain control of their inbox and become a more productive and professional email user. We recommend a maximum of 20 participants.

### You learn to

- manage your inbox quickly and efficiently, so you never feel swamped
- decide when to use email and when to choose another communication tool
- demonstrate email etiquette that shows respect for everyone's time
- structure your emails to make it easy for your readers to scan
- write emails that are clear, succinct and positive

### What to expect

This course gives you practical tips that you can easily implement for an immediate improvement. You receive a comprehensive digital manual containing exercises to provide practice, checklists, templates and examples. You also receive handy tip sheets to help you transfer learning to your work-based writing.

### Four-hour course

Learn how to successfully manage your email inbox, send emails and write emails.

### Six-hour course

Learn how to successfully manage your email inbox, send emails and write emails. In addition, the six-hour course includes time for self-directed learning, so you can apply what you learn with guidance from your facilitator.

## How you spend your time

**Virtual Email Expertise** includes the following activities in three-hour learning modules, which we can schedule at your convenience.

### Module 1

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#### Virtual Session 1: Manage your inbox (60 minutes)

Learn to:

- automatically sort incoming email so you never feel swamped
- file and retrieve important messages quickly
- time activate and delegate emails
- empty your inbox regularly

#### Self-directed learning (30 minutes)\*

Use the techniques you learn to organize your inbox. Your facilitator is available to answer questions.

#### Virtual Session 2: Send emails (90 minutes)

Learn to:

- know when email is appropriate and when it's not
- be a courteous and responsible email user
- share time-saving conventions with your colleagues
- compose informative subject lines
- create a simple and scannable layout

### Module 2

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#### Virtual Session 3: Write emails (90 minutes)

Learn to:

- 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

#### Self-directed learning (75 minutes)\*

Assess your own emails and work on a draft email to practice applying new skills. Your facilitator is available to answer questions and provide coaching.

#### Virtual Session 4: Debrief and close (15 minutes)\*

Share insights and plan to better manage, send and write emails in the future.

\*Six-hour course