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**Business Communicatiom/Email-Writing Workshop**

" Email has an ability many channels dont; creating valuable, personal touches -at scale " - David Newman



Business Writing Workshop

Duration: 1 Day

No of Participants: 25-30 Pax

Timing: 9:30 A.M- 5:30 P.M

Target Audience

* Individual Contributors
* Supervisors
* Early Team Managers
* Employees of any department

Workshop Objectives

* Acknowledging the importance of Business Communication
* Knowledge of Email Components & its uses
* Robust Email structure & Assertive Tone
* Building the first best impression by writing Impactful emails
* Writing action oriented emails
* Learning the widely acceptable E-mail writing etiquettes.



Workshop Outline

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| **Sr. No.** | **Time** | **Topic** |
| 1 | 9:30-10:15 AM | **What’s In It for Me**• Workshop Intro & Agenda• Ground Rules• Icebreaker• Facilitator Intro• Participant Intro & Expectations |
| 2 | 10:15- 10:30 AM | **Pre Training Assessment** |
| 3 | 10:30- 11:00 AM | **Introduction – Business Communication**• What is business communication?• Business Communication’s importance in Organisation• Business Writing – What it includes |
| 4 | 11:00 -11:15 AM | **First Tea Break** |
| 5 | 11:15 -12:30 PM | **Business Writing – Getting to Know E-mail**• Components/Layout of an Email• Use of Address Book (To, CC, BCC)• Drafting a Subject Appropriate Line• Salutations & Greetings• Signature of the emails• Attachments |
| 6 | 12:30 -1:15 PM | **Email Structure**• Body of the email• Components of Email Body• Opening of an Email• Call to Action -Statements• Closing the email |
| 7 | 1:15 - 2:00 PM | **Lunch Break** |
| 8 | 2:00 - 2:15 PM | **Energiser** |
| 9 | 2:15- 3:00 PM | **Writing Impactful Emails**• Opening of an Email• Use of Bullets & Numbering• Font colour & Size |
| 10 | 3:00-4:00 PM | **Tone of Emails**• CARE Methodology-Courteous, Assertive, Respectful & Empathetic• Questioning & how to use various types of Questions• Responding to mails of Irate customers• What to do when you not sure about what to reply. |
| 11 | 4:00 - 4:15 AM | **Second Tea Break** |
| 12 | 4:15- 4:30 PM | **Avoiding Common Errors in Email** • Organising the Inbox (Folders)• Preparing the templates• Grammar & Punctuation• Timing your response• Vacation Reminders |
| 13 | 4:30- 4:50 PM | **Email Writing Practice** |
| 14 | 4:50- 5:00 PM | **Post Training Assessment** |
| 15 | 5:00 - 5:30 PM | **Closing**• Feedback forms• Q& A (If any)• Closing Video (If any)• Group Photo |

\*This Workshop outline is based on the industry best practices and will be customised after discussion with the client. \*