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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. \*