



Objective:

The objective of this program will be for the participants to understand that,

“My effectiveness and productivity will be dramatically enhanced if I improve my communication skills.”

This program will give the participants two core learnings:

1. Powerful techniques to write effectively to the targeted audience
 - a. Appropriate Grammar
 - b. Writing clearly and succinctly
 - c. Addressing the audience needs
2. Global business email etiquette

Training Topics:

Business Writing

- **Rules of Effective Writing:**

- **Understanding your reader’s needs:**

- Writing to answer the reader’s question, “What is in it for me?”
 - Writing to keep the reader engaged
 - Understanding the objective
 - Organizing your thoughts
 - Getting to the point:
 - Inductive vs. Deductive approach
 - The ABC of writing
 - Paragraphing
 - Use of lists



- **E-Mail Etiquette**

- General etiquette:

Greeting	Enclosures
Closing	CC & BCC
Subject Line	Screen Appearance
Spacing	Font
Replying	Signature

- Sending effective messages
- Structuring paragraphs and sentences
- Punctuation, grammar and spelling
- Tone of the messages
- Softening a negative message
- Responding to messages
- Handling 'Flame' mails

Training Hours:

Our recommendation is for 8 hours of training.

Training Methodology:

- Instructor Led Training
- PowerPoint will be used to teach concepts and show movie clips (where appropriate)
- Activities, which enhance their understanding of theoretical concepts, will be used
- The training will be centered on experiential learning techniques

Resources Required:

- Momentum Training Solutions will conduct the training
- Maximum number of participants to a class will be 15
- The training will be conducted at a venue organized by your organization
- The following will be provided by your organization:
 - Handouts will be printed/photocopied
 - The LCD Projector & Audio Speakers