

CO 004: Writing Effective Emails Workshop

[1-Day Program]



Overview

Every email you send at work represents you and your organisation. This, we must take steps to ensure email works effectively for us. We must know how to enhance our online communication skills by using appropriate writing styles and creating a good electronic rapport with our customers and colleagues. Discover the balance so that your emails are professional and effective, even though they may be less formal than other types of business communication.

Learning Outcomes

Upon completion of programme, participants will be able to:

- Build email rapport using email writing techniques
- Use 4 Point-Plan to structure emails
- Use proper email writing style
- Comprehend the do's and don'ts in business writing
- Improve their ability to communicate via email and ensure their messages are understood
- Write with their audience's expectations in mind
- Use words and phrases that will improve the comprehension of their message and ensure professionalism
- Apply techniques to turn negative language to positive language and remove emotion from your writing
- Adopt techniques to proof your document for spelling, punctuation and appropriate tone.

Who Must Attend.

Anyone who wants to improve their professionalism and effectiveness when writing business emails.

Course Detail

- Identify and avoid the pitfalls of email
 - Avoiding common email writing errors
- What does an effective business email look like?
 - Structure your emails appropriately and deliver your message
- Who are you writing to?
 - Consider your audience and the outcome you hope to achieve
- Quick and clear message format
 - Learn a simple framework to help you structure your content clearly and concisely
- Language for business emails
 - The way you write gives the reader an indication of your professionalism and attitude
- Developing your message
 - Your email needs to engage the reader's interest quickly. It must be concise, but still contain enough content so that it is not ambiguous or misleading
- Be aware of tone
 - Understand how certain factors can cause an unhelpful or offensive tone in written communication
- Punctuation essentials
 - Review the basics and avoid common errors
- Spelling and proofreading
 - Avoid errors that could cause people to form a bad impression of your organisation

Methodology

This workshop incorporates:

- ❖ Best practice examples
- ❖ Practical exercises, tips and standard techniques

The workshop is highly interactive, and it includes mini-lectures, exercises, group discussions, presentations and feedback from the trainer.

Course Leader

Mahadevi Batmanathan is a knowledgeable Soft Skills, English Language and Leadership & Development Trainer with a sound understanding of needed traits for workplace success. She has an extensive background in developing and facilitating training programs for employees using adult learning principles and interactive approach. In addition, she is well-versed with delivering presentations, giving assessments and identifying training needs. Overall, she has 17 years of experience

in the training/teaching domain which includes her association with MNC's and educational institutions. Mahadevi was the in-house trainer for AIG(M) Sdn. Bhd, CSC(M) Sdn. Bhd, HSBC (M)Sdn. Bhd, ELS Language Centers(M) Sdn. Bhd, Mantissa Institute and Olympia College. She is a certified Situational Leadership and Leadership & Development Trainer.

She has managed the entire training functions for the corporate sector including content development, mentoring trainers and creating leaders. She has been actively associated with people from various cultural backgrounds to bridge the areas in communication and comprehend the changing needs of an organization. She believes training should be engaging and fun. Her primary goal is to keep learning relevant to the learners needs. She has conducted various training programs and has been consistent in nurturing goals towards positive results.

Her areas of training expertise include the following:

- Leadership & Development (DDI Programs): Coaching for Peak Performance, Communicating for Leadership Success, Driving Change, Making High-Quality Decisions, Advanced Coaching, Taking the Heat.
- Situational Leadership for Leaders
- Management Skills for New Managers: Effective Communication, Motivation, Performance Management, Delegation for Growth & Development and Coaching for Performance
- Certified Intensive English Program (CIEP) for Elementary, Intermediate and Advanced levels
- English for Finance
- Business Communication
- Business Writing
- Soft Skills Programs: Writing Effective E-mails, Effective Telephone Techniques, Language Enhancement Program, Presentation Skills, Customer Service with Impact, Tele-Sales Skills
- MARA Higher Education Professional Development for English Teachers
- IELTS & TOEFL Preparation Classes

Corporate Training Clients:

- **Sunway Properties Sdn. Bhd.**- Business Communication
- **Sunway Lagoon Sdn. Bhd.**- Business Communication & Writing
- **Honda Malaysia**- Powerful Presentation Skills
- **INSTEP PETRONAS** (Terengganu)-Business Communication & Writing
- **FSTEP Bank Negara** (Kuala Lumpur)-English for Finance
- **WWRC Malaysia Sdn. Bhd.** (Shah Alam)- Communicative English Program
- **PJ Hilton**- Business Communication & Writing
- **University of Science and Technology, Suzhou, China**- Intensive English
- **Selangor Human Resource Development Centre (SHRDC)**-Intensive English
- **QI Services (M)**- Business Communication & Writing
- **Opcom Cables**- Communicative English
- **Sanden Air Conditioning Sdn. Bhd.**- Business Writing

Course Fee

Request For Quotation For In-House Programme

Certificate

Upon successful completion of this program, you will receive a Certificate of Attendance.

Certificates are distributed on the final day of the program.

Payment mode:

Please make payment to:

IKLIM PRIMA SDN BHD

Company Registration No: 1021120-M

BANK: MAYBANK

BANK ACCOUNT NO: 5124 8244 0204

1. BANK IN CHEQUE

Bank in and then scan the Bank-in slip and email to us before the course commence to confirm your seat.

OR Courier your cheque payment to our Finance HQ.

*Note that we DO NOT take any payments during the event.

3. BANK IN CASH: You can also pay by cash through bank-in our company bank account.

4. Interbank Transfer- You can also opt to use GIRO transfer.