

## **BUSINESS COMMUNICATION**

### **Course Outline**

Proper Email Etiquette is a fundamental requirement for all jobs. The ability to pass the message accurately and in the right tone is of utmost importance. All business experts agree that good email etiquette promotes good business.

A brief outline of 3 days is as below:

### **Day 1**

#### **Introduction to Communication:**

- a) Good Communication Vs Effective communication
- b) 2 golden Rules Of Effective Communication
  1. When Do We Not Communicate?  
We Cannot Not Communicate
  2. Communication is not what I say, it is what the other person understands

#### c) **Commandments of Written Communication**

Commandment 1- Follow the OBC structure

Commandment 2 - Understand your audience/relationship

Commandment 3 – Write with Clarity

Commandment 4 - Get to the Point

Commandment 5 – Basic Grammar

Commandment 6 – Tone in email is a powerful tool

Commandment 7 - Words are powerful

Commandment 8 – Customer Behavior and Service

### **Day 2**

#### **Email Etiquette**

##### **The Structure**

- Fields required
- Subject lines
- Body – *How to stay focused on what you really want?*
  - Salutations
  - Message content – *Putting it all together!*
  - *Work with examples*

- Closings – *Move to Actions!*
- Signature file

### **Power of a Dialogue- Mastering the Critical Conversations!**

- When to talk and when to eMail
- How to Stay in Dialogue When You are Angry, Scared, or Hurt

### **Minding the Details**

- Capitalization
- Punctuation
  - Exclamation marks
  - Ellipses and dashes
  - Aggressive punctuation
- Abbreviations & emoticons
- Responding to careless e-mailers

### **Being Organised Matters**

- Getting to the point
- Order of ideas
- Development/ Bulleting

### **Editing Your e-Mail Message**

- Sentence structure –
  - Sentence variety
  - Comma splice
  - Passive voice
- Word choice
  - Vague language
  - Too few words
- Editing techniques
  - Proofreading/ Spell check/ Editing partners/ Breaks

### **Chat Etiquette - Main goal** is to help the customer

#### Knowledge tips

- Know the offer / services
- Know your resources

#### Behaviour tips

- Focus on solving the issue
- Leave your attitude at the door
- Listen patiently
- Be cheerful and polite
- Dos and Donts

#### Other Technical Tips

### **Day 3**

#### **US/UK Business Culture and Communication Introduction**

- Become more aware of cultural differences and similarities in the workplace
- Gain a better understanding of how culture influences communications and other behavior at work
- Learn some techniques to adapt or flex your own ways of communicating so you may become more effective
- Take away more information and tips about cross-cultural business communications

#### **Others**

- Relationship management
- Automatic replies
- Copying/ Blind copying
- Forwarding - When not to forward?
- Managing e-Mail dialogues
- Attachments
- Handheld devices
- e-Mail templates
- Urgent email
- Read receipts

Practice with Sample emails and drafting new emails

Corrections etc.

#### **Learning Tools**

Workshop will be highly interactive; participants are called on to engage in activities and discussions throughout the training session(s). Various media will be made use of to illustrate key learning points, including video clips, role play and activities.

Most of all, the approach allows participants to have FUN and Learn at the same time. That way, they learn more, remember more and apply more!