

Email Etiquettes for Executives Training Content

1: Introduction • Evaluate your Email usage Lesson

2: Introduction to Email Etiquette • Email is never secure • Workshop Objectives • Big brother may be reading over your electronic shoulder • Productivity is lost when cyber-slackers log on • Email misuse and abuse may get you fired • Email can be embarrassing • Email abuse impacts revenues and also reputations • Email is easily misinterpreted Lesson

3: Create Structure for Success • Forward-To-CC-BCC • Urgent • ! High Importance vs Low Importance • Subject • Salutation • Introduction – Body – Conclusion • Signature • Draft • Time Delays Lesson

4: Rules of Thumb • Effective Subject lines: Tell me up front what you want from me • 1 page view only • Average 15 words per sentence • As short as possible – no extra words • 2 – 3 lines per paragraph Lesson

5: Grammar Perfect • Using spellchecker • Check for simple sentences • Use the Active Voice • Use of punctuation • Use of emoticons • Use of text talk Lesson

6: Formatting your Email Message • Email Style • Writing the Email • Selecting your format settings • Choose the Right Font • Select Appropriate Colors • Enhancing Readability • Resist the urge to use All Upper – or Lowercase Letters • Arranging Text into Vertical Lists • Sending Attachments with Care Lesson

7: Broadcast Emails • Branding • Importance of Branding and consistent subject headings Lesson

8: Proofreading Does Pay • A Proofreading Primer • How Peer Review Can Help Lesson

9: Polishing Your Cybermanners • Watch your Cyberlanguage • Avoiding Sexist Language • Set the Right Tone • Dodging Conversational Pitfalls • Extinguishing Flames Lesson

10: Netiquette Guidelines • Reviewing Netiquette Guidelines • Netiquette Guidelines for Managers Lesson

11: Managing Email Overload Lesson

12: Examples • Controlling your Inbox Clutter • The Good • The Bad • The Ugly