

Business Writing: Email Etiquette & Pyramid Principle

Learn to write clear, well-structured business emails and documents using email etiquette and the Pyramid Principle.

1 Day

8 HOURS A DAY

5

MODULES

27

TOPICS

COURSE OVERVIEW

Embark on a journey to master advanced business writing skills with our comprehensive course. Designed for professionals, this program hones your email etiquette, ensuring you make a positive impact with every correspondence. Grasp the art of crafting clear, concise messages, starting with the Main point to captivate your audience instantly. Learn to structure your documents effectively, from Outlining content to securing Coherence with transition words. Our module on Editing and proofreading equips you with techniques to eliminate common errors, enhancing your communication prowess. By the end of this course, you'll confidently engage with internal teams and external clients, and your professional communication will reflect the Clarity, diplomacy, and efficiency essential for today's business environment.

WHO THIS COURSE IS FOR

This course is ideal for:

Corporate Communications Specialists

Marketing and Public Relations Executives

Administrative and Executive Assistants

Human Resources Professionals

Project Managers and Team Leaders

Sales Representatives and Account Managers

Customer Service Representatives

Business Development Executives

Consultants and Freelancers

Legal Professionals

Academics and Researchers

Nonprofit and NGO Staff

Government Officials and Diplomats

Technical Writers and IT Professionals

Entrepreneurs and Business Owners

What You Will Learn

- Explain the purpose and importance of email etiquette
- Apply formatting guidelines, subject lines and salutations to emails
- Maintain a positive, diplomatic tone when handling disagreements
- Plan timely responses and effective follow-up strategies
- Apply the Pyramid Principle to start with the main point
- Eliminate jargon, wordiness and redundancies from writing
- Structure documents with clear introductions, bodies and conclusions
- Identify common grammar and punctuation errors when proofreading

COURSE SYLLABUS

5 Modules, 27 Topics

01

Introduction

TOPICS

- Purpose and Importance of Email Etiquette
- The Significance of Professional Attire in Communication
- The Role of Effective Communication with Internal Teams and External Clients

02

Email Etiquette

WRITING PROFESSIONAL EMAILS

Formatting Guidelines · Choosing the Right Subject Line · Appropriate Salutations and Closings

CLARITY AND CONCISENESS

Avoiding Jargon and Acronyms · Using Clear and Simple Language · Proofreading and Editing for Accuracy

TONE AND POLITENESS

Maintaining a Positive and Professional Tone · Avoiding Negative Language · Handling Disagreements Diplomatically

RESPONDING TO EMAILS

Providing Timely Responses · Acknowledging Receipt of Emails · Effective Follow-Up Strategies

03

Writing Clear and Concise Messages

TOPICS

- **The Pyramid Principle:** Starting with the Main Point
- Avoiding Jargon and Technical Language
- Eliminating Wordiness and Redundancies
- Using Active Voice for Clarity

04

Structure and Organization

TOPICS

- **Planning Your Document:** Outlining the Content
- Crafting an Effective Introduction, Body, and Conclusion
- Paragraph and Sentence Structure
- Using Transition Words for Coherence

05

Editing and Proofreading

TOPICS

The Importance of Proofreading · Common Grammar and Punctuation Errors · Tips for Effective Self-Editing · Utilizing Editing Tools for Accuracy

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit koenig-solutions.com

✉ info@koenig-solutions.com