

Business Communication: Email & Cross-Cultural Skills

Learn to write clear, well-structured emails and adapt communication style across cultures for effective business interactions.

3 Days

DURATION

4

MODULES

63

TOPICS

2

HANDS-ON ACTIVITIES

COURSE OVERVIEW

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.

WHO THIS COURSE IS FOR

Business Professionals

Customer Service Representatives

Team Leaders

Client-Facing Staff

Cross-Cultural Teams

LEARNING OBJECTIVES

- Explain the difference between good and effective communication
- Apply the commandments of written communication to emails
- Structure emails using correct fields, subject lines and salutations
- Identify punctuation and grammar issues that weaken emails
- Organise email content using bulleting and logical order
- Edit emails for sentence structure, word choice and clarity
- Compare cultural differences affecting workplace communication
- Manage attachments, copying, forwarding and email templates

TRAINING APPROACH

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.

4 Modules, 63 Topics

DAY 1

01

Introduction to Communication

TOPICS

- Good Communication Vs Effective Communication

2 GOLDEN RULES OF EFFECTIVE COMMUNICATION

- When Do We Not Communicate? We Cannot Not Communicate
- Communication is not what I say, it is what the other person understands

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

02

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

Email Etiquette (continued)

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 Dents
- Other Technical Tips

DAY 3

03

US/UK Business Culture and Communication Introduction

TOPICS

- 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

04

Others

TOPICS

- 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

- 01 Practice with Sample emails and drafting new emails
- 02 Corrections etc.

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

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