

## Writing Effective Emails

*Write Emails More Efficiently to Engage Busy Readers*

A key challenge for busy professionals today is the number of emails they need to read and respond to when working in the office, at home and during extended hours. Adapting to this new reality demands new skills for writing a greater volume of emails more efficiently and effectively.

This program is designed to increase your speed, proficiency and impact when writing emails to diverse readers. Engage busy readers with a compelling subject line, clear messaging, concise format and precise wording. Get tips and tools for writing emails conveying routine requests, bad news and goodwill. Apply a variety of methods to fine-tune your email writing process and to enhance your professional image as an effective communicator.

### Online Program Format

This fast-paced one-day program includes facilitator-led online sessions in real time, with ample breaks provided. The interactive format includes polls, chats, discussions and group activities in virtual breakout rooms. You'll also get hands-on practice with individual editing and collaborative team writing exercises to help you improve your efficiency when assessing, editing and revising emails.

### Audience

Anyone who wants to improve their email writing efficiency and effectiveness.

### Takeaways

- Think about your message from a reader's perspective
- Self-manage negative writing habits that interfere with your email efficiency and effectiveness
- Make better use of the subject line to motivate readers to respond more quickly
- Improve the tone of your writing to build relationships with your readers
- Open and close emails in consistent and compelling ways
- Help diverse audiences read faster and with less confusion by choosing words that are more clear, concise and precise
- Make the most of limited time to plan, write and polish emails that convey a professional image for yourself and your organization

## Program Content

### Module 1: What Makes Busy People Read an Email

- Why people read some emails to the end, and not others
- What motivates them to respond more quickly
- How people “read” the emails you send

### Module 2: Adopting Efficient Writing Habits

- Planning the message with a clear focus in mind
- When to edit and when to write freely
- Including relevant details and avoiding irrelevant ones
- Switching from a writer-focused to a reader-focused mindset

### Module 3: Applying Current Best Practices

- Writing a compelling subject line
- Using plain language
- Reducing sentence and paragraph length
- Formatting for faster reading
- Choosing clear, concise and consistent wording
- Achieving a positive intent and tone

### Module 4: Organizing Emails Faster

- Planning tips to save time when organizing your message
- Formula for routine requests
- Formula for bad news
- Formula for goodwill messaging

### Module 5: Adding Professional Polish

- Common grammar and usage mistakes and solutions
- Editing guidelines and tips
- Checklist for proofreading efficiently

## Special Features

The interactive format offers a good balance of tools, techniques, hands-on writing practice, group discussion and constructive feedback from the program leader. You'll also receive checklists and templates to help you plan, write and revise emails more efficiently.

## Program Leader

**Dr. Gail Levitt** is President of Levitt Communications Inc. An influential leadership expert and author, she coaches individual and teams to enhance their communications, leadership and productivity for peak performance. Acclaimed for her energetic and motivating teaching style, she has taught and written extensively on issues pertaining to leadership, team development, communication, business writing and creative problem solving. Her diverse clients include TD Bank, Loblaws, Home Depot, Telus, and numerous public sector agencies.

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