

# Mastering e-Communication™

Manage Time, Technique and Tone to  
Build Relationships and Get Things Done

Mastering  
e-Communication™

## EXECUTIVE SUMMARY

**H**ave your emails ever upset anyone? Have they caused friction, damaged a relationship? Have your emails been misunderstood? Has someone not read your email properly; or even ignored it? Does managing your inbox take too much time?

If the answer is “yes” to most of these questions, you’ll value this programme that helps you truly master e-communication.

This one-day workshop focuses on three key elements:

- Mastering Text - to ensure your message is clear and has visual appeal
- Refining Writing Tone - to include positive (or neutral) words, rather than negative words
- Managing Time - to prevent email from overwhelming your workday

## WORKSHOP LOGISTICS

### DURATION

One-Day Workshop  
or Keynote session

### MATERIALS

Every participant receives a bound workshop manual, with examples, worksheets and checklists.

### FORMAT

Workshops of 8-25 participants  
Coaching one-to-one  
Corporate events

## WHO IS IT FOR?

- Anyone who wants to use and manage email more effectively

## WHAT WILL I BE ABLE TO DO AFTER PARTICIPATING?

The workshop will help you truly understand the technology of electronic communications so you can be more effective.

This includes understanding the scope of skills and know-how required to craft an effective email.

*Topics include:*

- Templates and tips to compose clear messages
- Crafting more interactive and engaging messages. How to compensate for a lack of face-to-face contact.
- Trends in electronic etiquette.
- Tips to get your message across quickly and effectively.
- Understanding communication styles of your audience, so you can adjust your email to their style.
- When is email not the perfect medium? Would a phone call or a face-to-face discussion be more effective?
- Managing your inbox

*The Core Programme is described in more detail on the next page*

At businessfruit we are passionate about helping you deliver results. We provide powerful, practical and globally-proven workshops on a local, regional or worldwide basis - workshops that help you drive lasting improvements in personal, team and organisational performance.

To find out more about this workshop and our other programmes:

1. email businessfruit at: [info@businessfruit.com](mailto:info@businessfruit.com)
2. phone Hywel Thomas at businessfruit on: +32.476.611.317
3. visit our web site at [www.businessfruit.com](http://www.businessfruit.com), and ‘contact us’

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## CORE PROGRAMME

### □ Understanding How Communication Works

- Examining the art of good communication so your message is understood
- Applying these skills to make the most of one-way messaging
- Learning when email is the right medium for the message

### □ Appealing to Communication Preferences

- Understanding your audience by quickly identifying communication preferences
- Using our guidelines to make your message appeal to all communication styles
- Adding persuasion and a personal touch to technology

### □ Engaging Your Audience

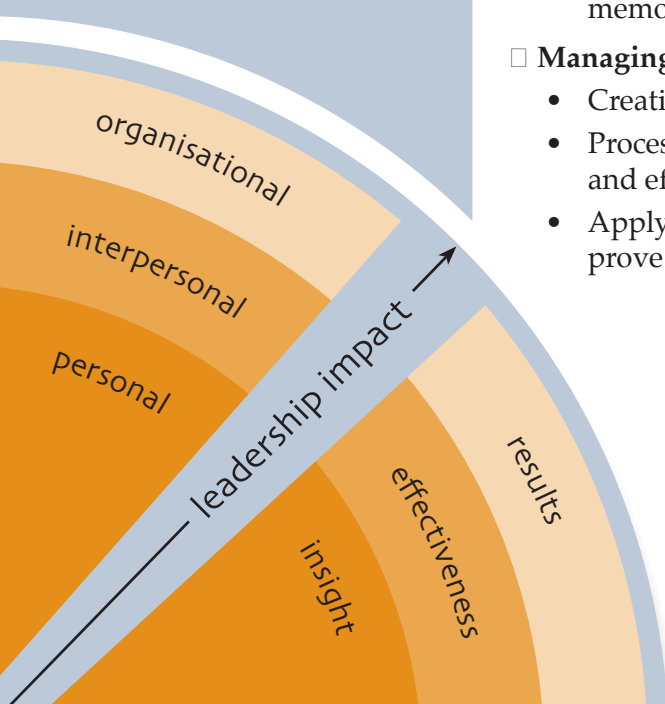
- Using words alone to communicate good manners and maintain a professional image
- Learning protocol to add value to your reader's Inbox and prevent legal and professional problems
- Choosing language that will persuade your readers and get the results you want
- Building relationships by being tactful and making the right choices when dealing with difficult or emotional emails
- Replying options and etiquette to prevent misunderstandings and save time by clarifying and questioning

### □ Composing email that Gets Results

- Applying structure to create professional messages to enhance your credibility
- Using our email template as a time-saving reference tool
- Opening and closing techniques to make your message more interactive and build rapport
- Formatting techniques for a clear and concise message that is easy to read and to the point
- Writing subject lines that sell your message, get results and create a memorable first impression

### □ Managing Your Inbox

- Creating an email filing system to help eliminate email overload
- Processing shortcuts and using tools to manage your messages quickly and efficiently
- Applying time management strategies to increase productivity and improve quality of time spent on email



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