



POLISHING YOUR E-STYLE™

Project a polished image through all online communications and build relationships through email.

(Half-Day or One-Day Workshop)

Our half-day session can be paired with our half-day Grammar on the Rocks™ workshop for an information-rich day or bundled as an add-on with our Writing Dynamics™ program

POLISHING YOUR E-STYLE™

Have your emails ever upset anyone?

Have they caused friction or damaged a relationship?

Have your emails been misunderstood?

Has someone not read your email properly; or even ignored it?

Do you feel like you're not maximizing your professional online footprint?

Does managing your inbox take too much time?

If the answer is "yes" to most of these questions, you'll value our new workshop that helps you truly master your e-style.

www.mdctraining.ca

CORE PROGRAM

From writing emails to texting and blogging, creating professional online communications is more essential than ever.

This workshop will have you engaging your e-audience, managing your inbox and composing emails that get results! You'll emerge a more skilled and confident communicator for all aspects of your business life.

Materials

Participants receive a convenient booklet that doubles as workbook during the learning day and easy-to-use reference piece later. The emphasis is on tools and techniques that are immediately useful in the workplace.

Understanding Communication

- Examine the art of good communication so your message is understood
- Apply these skills to make the most of one-way messaging

Best Practices for Group Communications and Social Media

- Structure emails for maximum readability
- Brainstorm by email
- Understand the dos and don'ts of professional social media platforms
- Avoid the pitfalls of online networking

Appeal to Communication Preferences

- Understand your audience by quickly identifying communication preferences
- Make your message appeal to all communication styles
- Add persuasion and a personal touch to technology

Composing Emails that Get 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
- Building 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

Engage Your Audience

- Use words alone to communicate good manners and maintain a professional image
- Learn 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
- Being tactful and making the right choices when dealing with difficult or emotional emails
- Using the right reply options and etiquette to prevent misunderstandings and save time by clarifying and questioning

Managing Your Inbox

- Create an email filing system to help eliminate email overload
- Process shortcuts and use tools to manage your message quickly and efficiently
- Apply time management strategies to increase productivity and improve quality of time spent on email

Who Should Attend?

- Anyone who wants to use and manage email more effectively.