

Hello and welcome to

# Email Etiquette

We get the email we deserve



## Format and group size

Half day: 3 hour workshop (1 hour workshop, 1 hour at-desk coaching, 1 hour group work). **15 delegates maximum.**

## Who should attend?

Applicable to anyone whose role involves independent decision-making and organising information (as opposed to manual or automated jobs) – from the CEO and senior team right through to entry-level roles. This session aims to change the culture of email across the organisation, so it's best attended either by whole teams or by key influencers (we can work with you to think through how to make it stick!).

## Overview

Years ago, business trainers would spend days on how to typeset the perfect business letter. But very few of us these days give a second thought to how we should use email, even though it takes up on average 41% of people's working time! This workshop takes its cue from leading thinkers on email etiquette such as Merlin Mann, Schwalbe/Shiple and Gina Trapani and will enable both individuals and teams to think about how their emails affect others and discuss practical steps to improve the "email culture" around them.

## What you'll learn

- Discover what makes email both productive and unproductive
- Discover your own bad email habits and how they annoy your team
- Learn how to write clearer, more effective emails
- Discover the constructive and destructive powers of CC and BCC
- Learn practical ways to deal with common email gripes like big attachments, subject lines, links, scheduling and formatting
- Discuss how your team uses email, and the impact of poor email communications
- How to reduce company reliance on email, reduce the volume of email and increase productivity as a result

## What you'll do

- Develop clear principles that will make your email use more effective
- Discuss and clarify steps that you need to take to improve the email culture of your team
- Use the at-desk coaching time to audit your own individual email use, the quality of the emails you receive, and practice your new improved emails skills straight away – all while supported by our Productivity Ninja
- Contribute to an "Email Manifesto" document to help your team communicate more effectively – this is then captured and fed back to relevant people within the organisation

## Result

Your team develops an "Email Manifesto" to improve email use, culture and productivity.