

This intensive, productive and stimulating session will encourage delegates to critically examine their current usage of e-mail, and reduce their dependence on the medium.

The session will last two hours so three sessions can be scheduled in one day, typically 8.45 am to 10.45 am, 11.00 to 1 pm and 2pm to 4pm. (This will allow an optional, internal session, focusing on the more 'technical' aspects of using the e-mail system, for about an hour immediately afterwards.)

**Your Workshop Leader: Tony Bray**

Author of 18 management books and training packages

**LEARNING OUTCOMES**

By the end of the workshop, delegates will:

- Have reviewed their current usage of e-mail.
- Recognise those situations for which e-mail is not the best way to communicate
- Be more aware of the impact of style and language on the recipient
- Have given feedback on a sample of company e-mails
- Be less reliant on using e-mail and recognise how we use e-mail to avoid certain situations
- Feel more confident using e-mail to project a professional image

**WORKSHOP FORMAT**

Delegates will be asked to provide examples of their e-mails beforehand. Through a mixture of discussions, exercises and activities, participants will work through a variety of approaches to improve their use and handling of e-mails.

**WHO SHOULD ATTEND**

This workshop will be useful for anyone who would like to 'keep on top' of their e-mails and who would like to use their e-mail system with competence and confidence on a daily basis.

**Outline Programme**

**Welcome and introductions**

**When to use e-mail?**

Brainstorming activity and team discussion

**Principles of Using e-mail**

Open, honest, respectful, modern, clear, cost-effective, straightforward, accessible and accountable

**E-mail and time management**

Taking control of your working life  
The 'low-information diet'  
Reading and deleting  
Approaches and practices for managing stress

**The 'wrong' reasons for e-mail**

Avoiding 'difficult' or controversial discussions or people  
Side-stepping decision-making processes  
Being defensive and creating over-elaborate audit trails.

**E-mail style guide**

Reviewing the key elements of designing effective e-mails

- logical structure: the 5Ps checklist
- balancing brevity with completeness
- personal and persuasive language
- avoiding abbreviations
- summarising long chains of short messages

**Deadlines and security issues**

**Style, tone and etiquette**

Professional sign-off

**Review and discussion on preferred style**

**Action planning**

Delegates commit to specific action points.  
Complete end-of-course questionnaires.

