

Modern Business eCorrespondence

Recommended for everyone who writes emails.

WHAT IT'S ABOUT?

Building business relationships via email.
Using emails to achieve concrete business results.
Being detail oriented in email writing.

TRAINING AIMS

By the end of the course, the participants will be able to

- write emails using the appropriate register to build relationships;
- write clear emails that focus on deliverables;
- meet client expectations when it comes to the level of client-centered approach;
- appropriately adjust templates when necessary;
- choose when it's appropriate to use instant messaging, phone/Zoom, or email.

DURATION & COMPONENTS

Pework	Complete Needs Analysis Survey; send 5 sample emails
Session 1	Workshop: 3 Laws of Business Communication + 6 Guidelines of MBeC, Part I (2h)
Session 2	Workshop: 6 Guidelines of MBeC, Part II + Email structure (2h)
Individual work	2 individual email exchanges with the trainer
Session 3	Workshop: punctuation, common mistakes, and chasers (2h)
Individual work	1 individual email exchange with the trainer 1 final email for evaluation
Time commitment per participant:	6h of online workshops Up to 2.5h of individual work (email writing) spread over the 3 weeks of the course

- Post-course: individual report on email writing progress
- Digital materials: slide decks, course handbook, exercises, and solutions

TRAINERS

Nick Hawcroft, Caroline Pocięgiel

For trainer profiles, please go to <https://accentbusiness.pl/team/>

For more information, please contact us:

website: <https://accentbusiness.pl/>

email: abt@accentbusiness.pl

mobile: +48 519 670 541