

PHILIP VASSALLO, ED.D.

WRITING MANAGEMENT, DESIGN, INSTRUCTION, AND ASSESSMENT

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Writing Effective and Efficient E-Mail

- Audience** Professional and technical staff who write e-mail as a primary means of communication within and outside the organization
- Duration** One day
- Description** Is your e-mail in-box drowning you in a sea of pointless messages? This full-day, fast-paced but easy-to-follow course throws numerous lifesavers to keep you afloat as you manage your daily flood of e-mails. By focusing on an efficient e-mailing process and practicing it throughout the day, you will walk away from this course creating clear, concise, complete, courteous, and correct e-mail.
- Scope**
- Use e-mail strategically to facilitate the company's communication objectives.
 - Determine the purpose of your e-mail message.
 - Provide the details that support the purpose and address the reader's concerns.
 - Organize the e-mail for reader ease.
 - Develop techniques for checking tone.
 - Receive immediate, individualized, confidential feedback from the trainer.
- Format** This course works especially well in an e-mail-enabled environment.
- Materials**
- *Writing Effective and Efficient E-Mail* course manual
 - *The Art of E-Mail Writing* by Philip Vassallo
- Enrollment** Limited to 12 participants
- Consultant** Philip Vassallo, Ed.D.
- Assessment** Pre-course customized *4S Writing* assessments of participant-submitted samples (add one-half consulting day)