EMAIL **EXCELLENCE**®

eLearning for business writing

PROGRAM BASICS

Email Excellence is an eLearning program that is engaging, hard-hitting, and practical.

- **Already in use at major corporations.** Versions of this program are already required training for more than 130,000 employees in our client companies, where it's provided to any employee with access to email and all new hires.
- **A focus on changing habits.** The program raises employees' awareness of what they're already doing, how they're making decisions in email. This awareness is the key to dislodging stubborn habits.
- **Post-training reinforcement.** Every participant receives our *Email Excellence Tools & Guidelines* job aid—an easy-to-use printed reminder of the writing tools and principles taught in the program.
- **All the benefits of eLearning.** Your company doesn't have to wrestle with scheduling, scrambling for training rooms; employees don't have to leave their workstations. What's more, eLearning costs less than seminars or workshops and can be deployed to the entire company in a matter of weeks.

IMPLEMENTATION AT YOUR COMPANY

Implementing *Email Excellence* at your company is easy:

- **Site and enterprise licensing.** We can structure a licensing arrangement to accommodate a variety of population sizes, licensing terms, and blended solutions.
- **Customization.** Sections of the program can be altered, removed, or added, and we can brand the program with your corporate colors and logo.
- **Your LMS—or ours.** We can work with your IT department to install our program on your company's learning management system (LMS), or we can host the program for you, using our own servers.
- **SCORM.** Our programs are SCORM- and AICC-compliant.
- **Communications.** We can help with your program announcements and roll-out communications.
- **Pricing.** Our fees are scaled to the size of the employee population you want to train, the duration of access, your hosting needs, and so on. The more folks you want to train, the less we'll charge you per head.

COURSE DESCRIPTION

Email Excellence comprises five segments of less than 30 minutes each:

- **Part 1: The Email Landscape**—a survey of the common mistakes, mishaps, and misunderstandings. PLUS: A focus on the single most neglected aspect of the challenge—the reader.
- **Part 2: The Six Immutable Laws of Email**—the underlying mechanics that determine the effectiveness of any given message.
- **Part 3: Clear Thinking**—the four key decision points that require the writer's full attention—particularly when the situation is complex or sensitive. PLUS: Preventing email mishaps that result from inattention or distraction.
- **Part 4: Orienting Tools**—tools for handling the most critical stage of any message, the opening. PLUS: How to avoid the most common pitfalls.
- **Part 5: Spelling Out the Details**—tools for structuring the body of the message and crafting emails that are clear, easy to read, easy to digest, and easy to refer back to.

USEFUL LINKS

- For a proposal or onsite demonstration, **call us** at 203.748.9078 or email us at **info@EmailExcellence.com.**
- Take a look at **our training program**—with free excerpts (no registration required).

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