

Learn Fest 2023

- ✓ Complimentary Series
- ✓ Learn from Experts
- ✓ Highly Engaging Sessions
- ✓ Certificate of Participation



Monday, April 10, 2023



10 am - 11 am



Live Online

Essentials of Email Writing

- > Importance of Effective Email Writing
- > Barriers to Effective Email Writing & The Risks
- > 10 Golden Rules of Email Writing
- > The Email / What's App Question

Course Expert:

Catherine Bentley

REGISTER NOW FOR FREE!

Please contact: **Hiba Haneena**

M: **+971 56 106 5106**

E: **hiba@simfotix.com**



YOU ARE

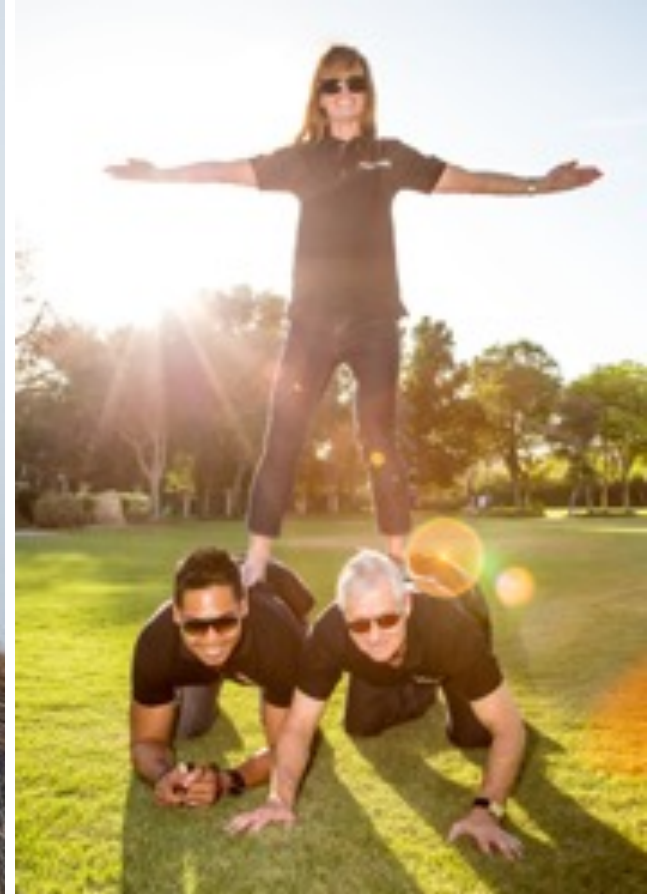


WHAT YOU WRITE

Good Morning and Welcome!



Essentials of Email Writing



Catherine Bentley

Background

- UK origins
- Financial Services
- 2005 – UAE
- Training, Coaching & Consulting



Communication Skills thread

First Fact of the Day

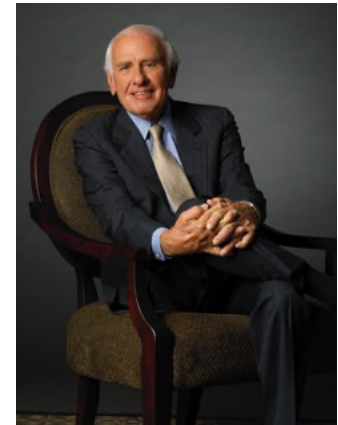
85%

of our *success* is directly linked to our skills in *communication*

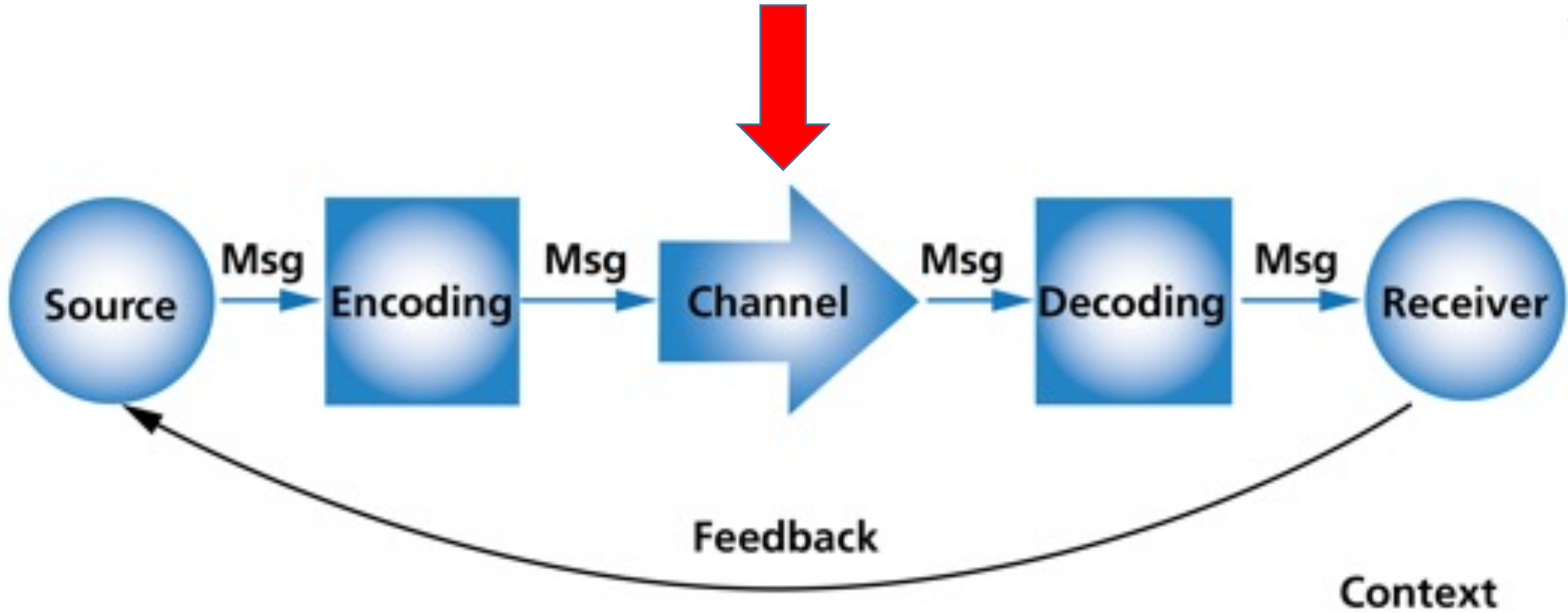
The Communication Difference

“If you just communicate, you can get by. But if you communicate skilfully, you can work miracles.”

Jim Rohn



Communication





How important is Business Email Writing?



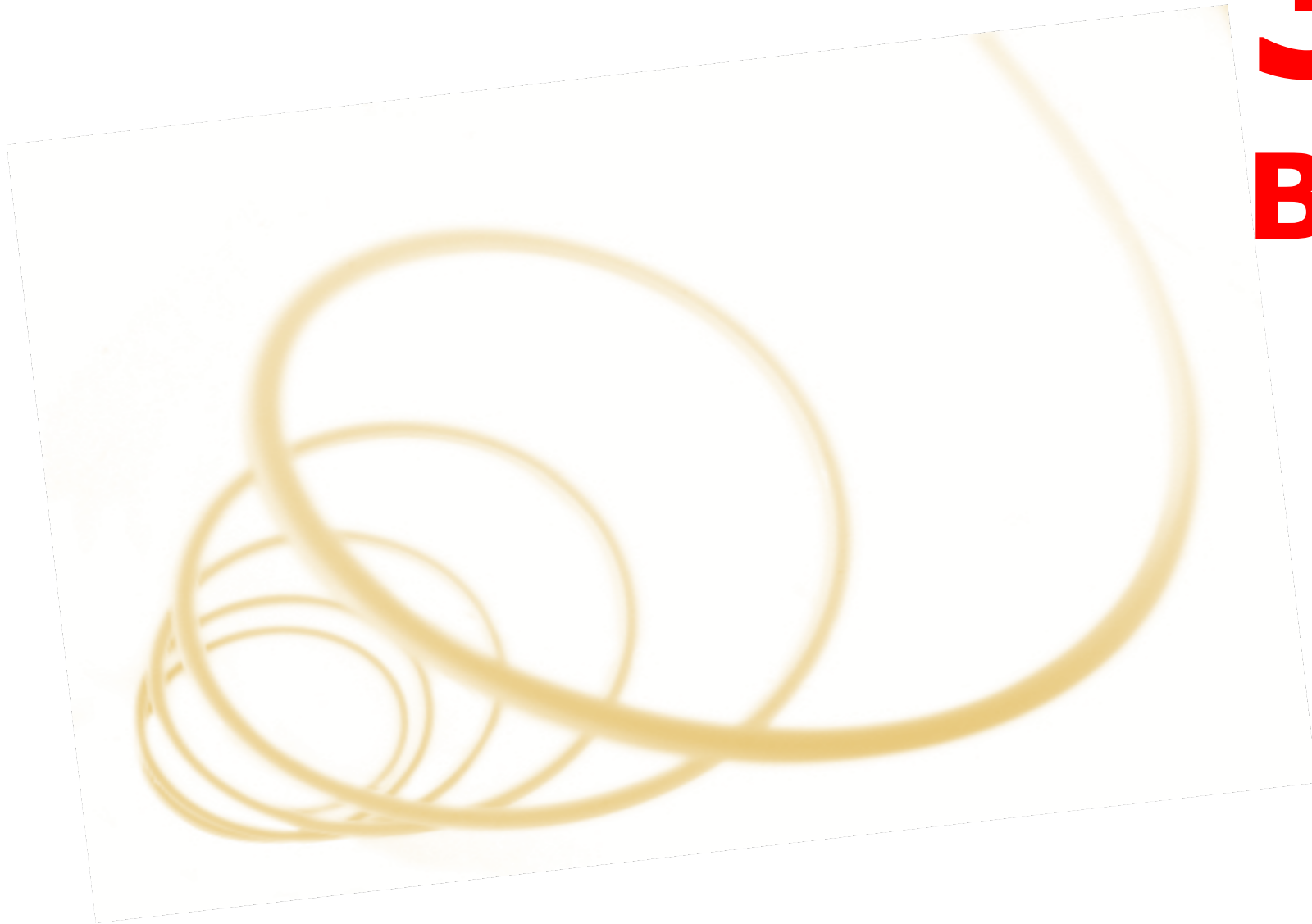
Harvard Business Review

“A company is only as good as it’s writing”



**Harvard
Business
Review**

306
billion
2020



376
Billion
2025

E-Mail as the default channel

- Advantages?
- Disadvantages?



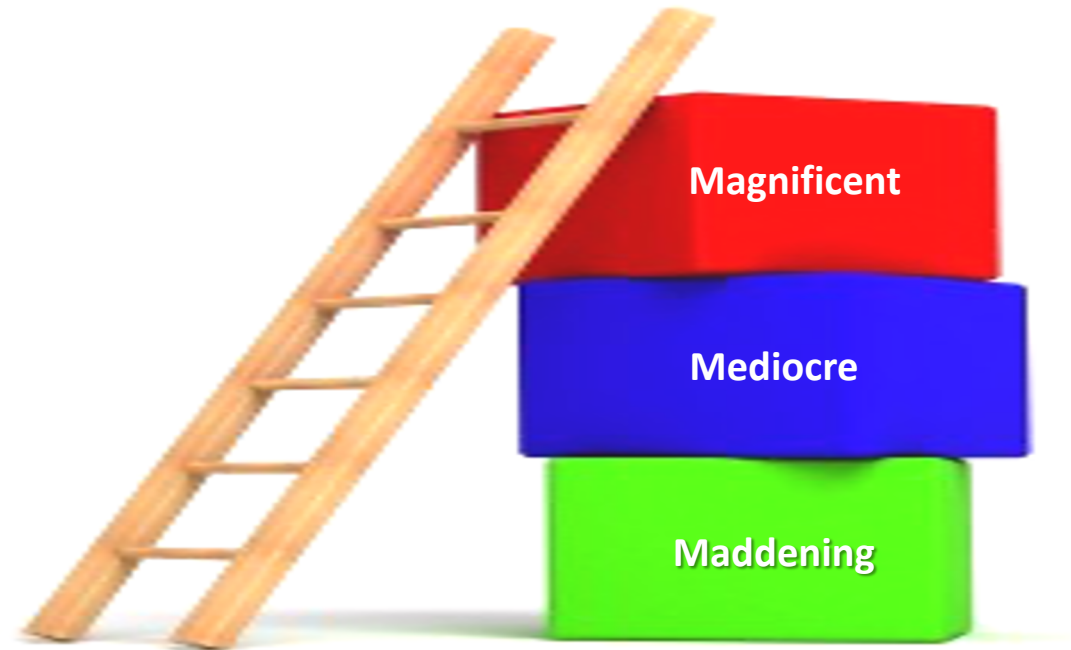
zyjsh @
x d s v +
n n y s
d C p j s
B B B B B
z h v A
H F o d
@ L
x p v
B x o j d
V E S J





Where are you on the scale?

The standard of my Business Email Writing is



Ask yourself:

Which areas of Business Email writing do you find most challenging?



What are some of *your* Email Writing barriers?....



Typically listed barriers....







The Risks of Business Emails



Results of failed communication



Inefficiency

Wrong Outcome

Conflict & Breakdown in Relationships

Loss of Credibility

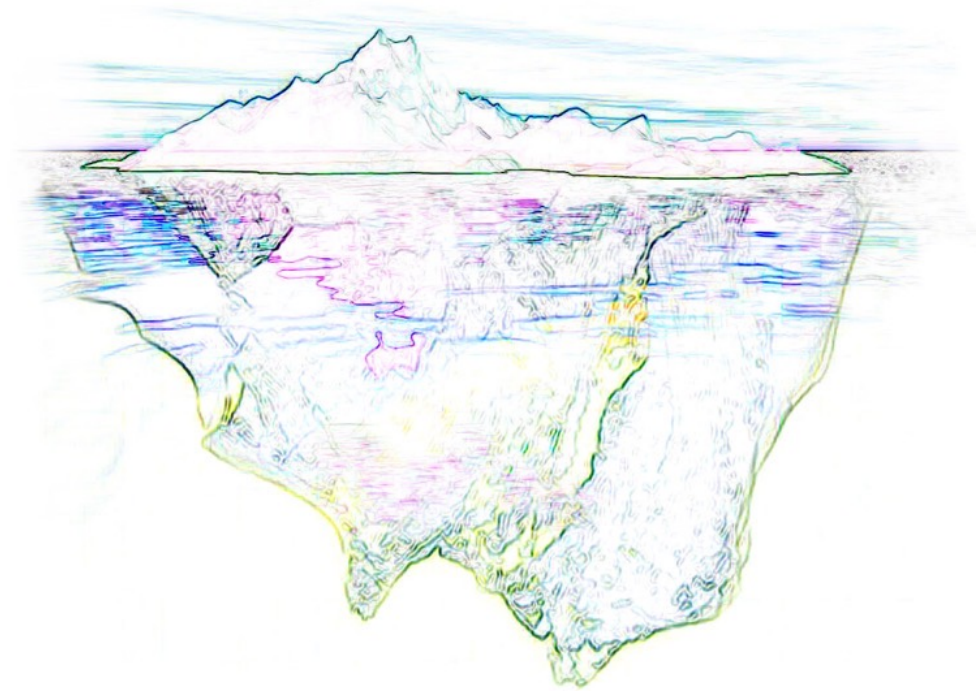
Potential fallout

- Misunderstanding & Relationship Breakdown
- Errors & Operational Efficiency
- Reputational Issues
- Legal Issues

Hidden Barrier to Effective Email Writing

Failure to consider that
Business Communication

is always **Persuasive Communication**



The Art of Rhetoric – Aristotle

Rhetoric means:

The art of speaking or writing effectively to:

- Impress
- Please
- Persuade



The Rhetoric Triangle for Business Emails

Writer – character / reputation

- Professional presence
- Personal presence

Readers

- Knowing / connecting with audience
- Understanding needs, expectations & emotions

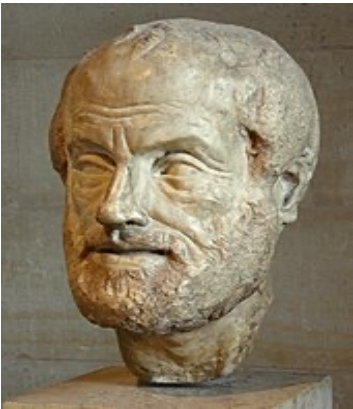
Ethos

Pathos

Logos

Subject

- Presentation of accurate/ logical information
- Clarity of purpose / direction / outcome



Tactics of Rhetoric

3

- **Ethos:**
Presenting the writer as **trustworthy** and **authoritative**
- **Logos:**
Using **logic, reasoning, and evidence** to present the subject
- **Pathos:**
Appealing to the **emotions and beliefs** of the readers

Business Email Writing Golden Rules



Rule Number 1

Remember this is *business communication*

Need a SAP analysis

- Subject
- Audience
- Purpose



SAP Analysis

Subject: What is the topic of communication?

Audience: Who will read the communication?
The Mass ... or how many people?

Purpose: What do you want the receiver to think, say or do?

Subject

Subject: What is the **topic** of communication?

- Sum it up in a single key phrase
- Be as specific as possible

For example – different types of subject :

- Changes in Company Structure
- Feedback on Team Performance
- Feedback on Individual Performance
- Reminder about important deadlines

Audience

The questions to ask ...

- What do **they need / want to know**?
- What **language** will they understand?
- What is their **communication / reading style**?
- Any **cultural** issues?
- What could be their **emotions**?

KENCOM TRAINING

Are you an adult
that cannot read?



If so, we can help.

Call us on 0208 924 7668

Purpose

- What do you want the receiver to **think**?
- What do you want the receiver to **say**?
- What do you want the receiver to **do**?
- **When** do you want the message to be received?

Rule Number 2

Plain English



- Write naturally with clear language – language that we use TODAY !!
- Use jargon only when appropriate



Avoiding:



Rule Number 3

Avoid redundancies & Repetition

'Less is More'



Avoiding: Word Redundancies

X

Absolutely essential

Actual experience

Different varieties

First introduction

Honest truth

✓

Essential

Experience

Varieties

Introduction

Truth

Rule Number 4

Use the *correct* word – CARE NEEDED



challenge

Which word is correct?

1. The new system will **assure** / **ensure** / **insure** that your **stationary** / **stationery** products arrive the next day **irregardless** / **regardless** of what time you place the order.
2. Can you **inquire** / **enquire** why the equipment is not working
3. The new legislation will **affect** / **effect** our expansion plans **adversely** / **aversely**.
4. It was an **eminent** / **imminent** presentation; however, the clients appeared **disinterested** / **uninterested** in our proposal.
5. I would like another **perspective** / **prospective** on how to apply the new **principals** / **principles** before we **precede** / **proceed** any **further** / **farther**.



Avoiding:

The Spell Checker

Eye halve a spelling chequer
It came with my pea sea
It plainly marques four my revue
Miss steaks eye kin knot sea
Eye strike a key and type a word
And weight four it two say
Weather eye am wrong oar write
It shows me strait a weigh.
Eye have run this poem threw it
I am shore your pleased two no
Its spelling perfect awl the weigh
My chequer tolled me sew.

Avoiding:

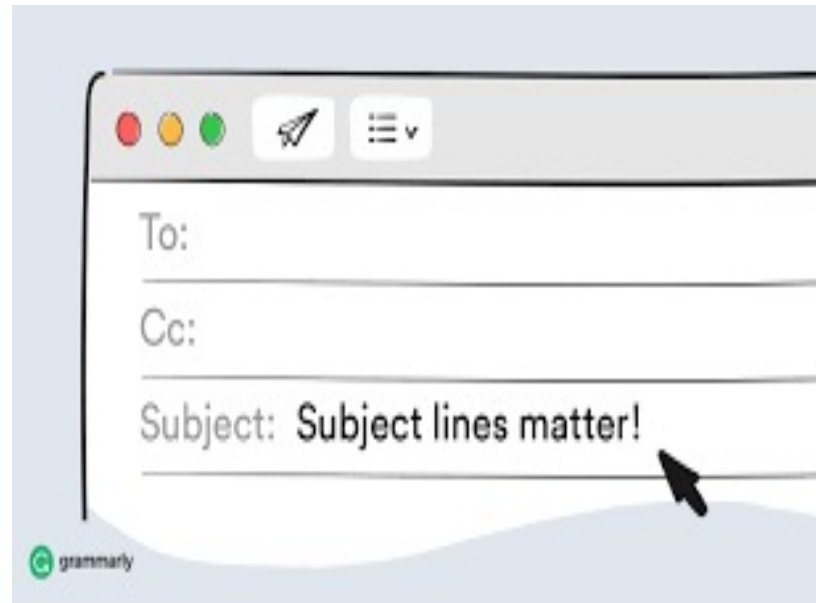
“Thank you for your massage”



Rule Number 5

Strong Subject Lines

WHY?

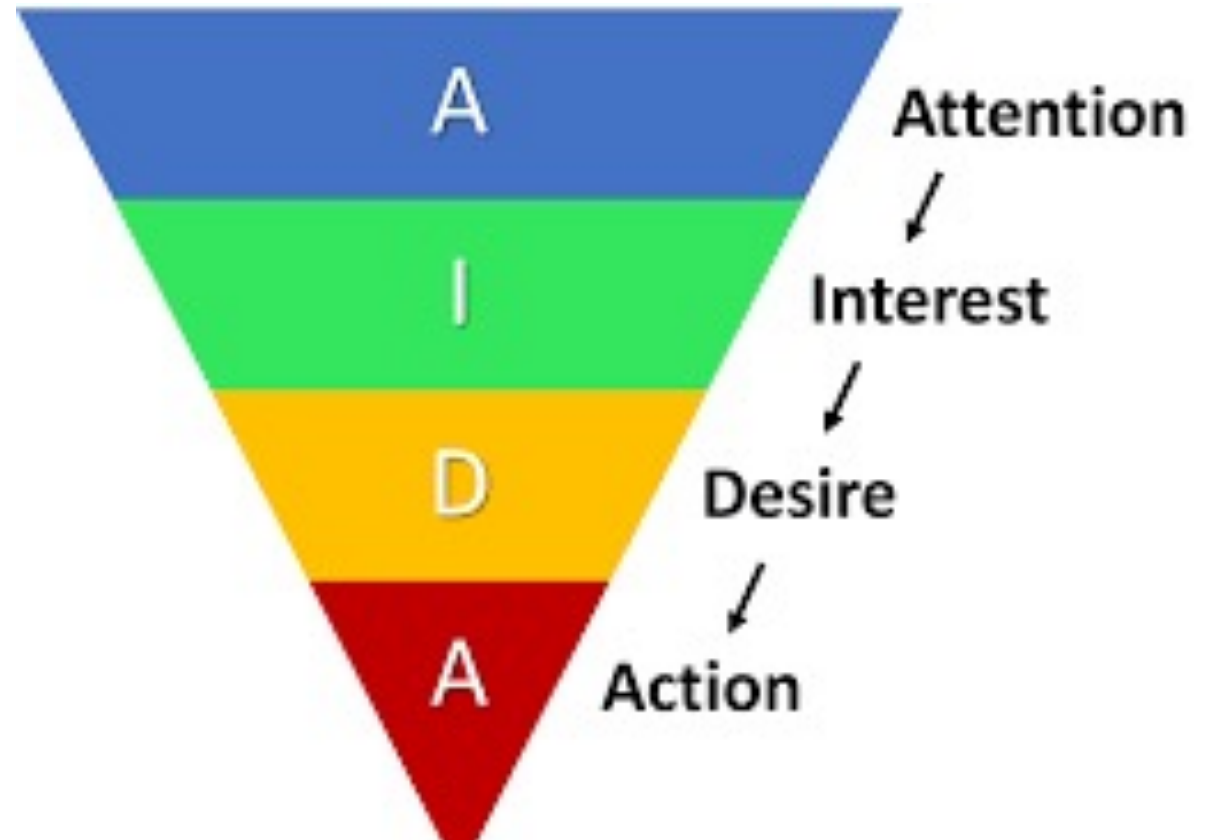


Attention

Interest

Desire

Action



Rule Number 6

Business Formal Style & Tone

What is this?





Tuxedo

Stuffed-Shirt Style



Smart Formal

Neutral or Standard



T-Shirt

Informal or Casual

Rule Number 6

Business Formal Style & Tone

Avoidance of informal abbreviation

Tks

Pls

BR / KR

Wanna/ gonna

U / Ur

i

Clarity: **Simple** & **correct** grammatical structure



Rule Number 6: Style & Tone

Appropriate greetings & closings

X

Hey
Hi

Cheers
Best
Yours

✓

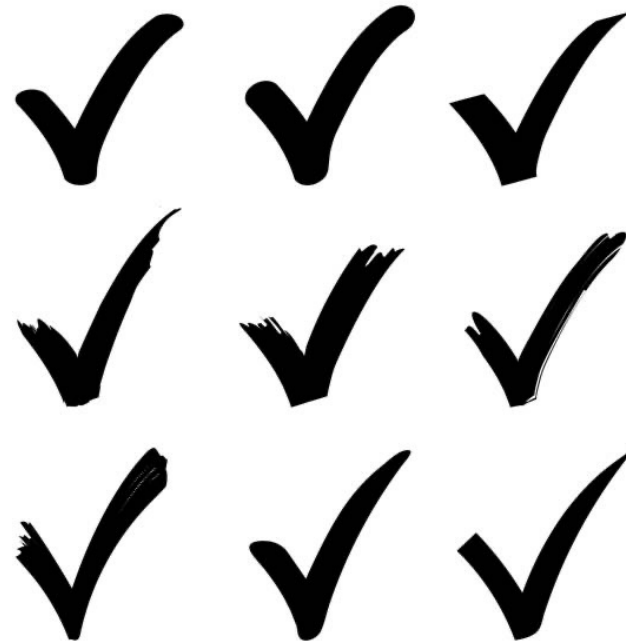
Dear
Good Morning

Kind regards
Best regards
Regards
Yours sincerely



Rule Number 7

Accuracy in Grammar & Spelling



Punctuation :

A woman without her man, is lost

OR

A woman: without her, man is lost

Active Versus Passive Form in Emails

The next steps will be considered at the end of the quarter

We will consider the next steps at the end of the quarter

The rationale for the same, as already outlined above is also detailed in the presentation

We have outlined the rationale for this and detailed it in the presentation

Avoiding:

Thank you for your message

OR

Thank you for your message



Rule Number 8

Professional Presentation

- Ease of navigation
 - Ordered paragraphs
 - Shorter sentences
 - One topic per paragraph
- Consistency
 - Font
 - Lists
 - Bullets /numbering
 - Spelling – US/ UK





7

seconds

From: **Qasim Faizani** qasimfaizani@gmail.com
Subject: **About your property in Green community**
Date: 3 May 2015 at 14:21
To: cathy@hotmail.com

OF

Heelo

Respected

Mr. John William Gill Bentley & Mrs. Catherine Elizabeth Bentley

Kindly spare a few moments to read these lines.

We are a UK based Real Estate company, operating in the UAE for the last 4 years. In the UK, our parent company is APEX HOMES of Leeds, Yorkshire.

In UK, our company is registered with the National Association of Estate Agents.

In Dubai, our company is registered with RERA (Real Estate Regulatory Authority) of Dubai. Our company is fully licensed to broker sale, purchase or supervision of any real estate in Dubai.

We are networked with over 500 other brokers in Dubai, having an extensive list of investors and end users. Our broker team is fully equipped to service any of your real estate requirements, expeditiously and in a professional manner, at a personal level.

Our service is entirely FREE for clients who wish to sell or rent their property. We collect our fee from the other party.

Attached please find our brochure for your attention.

We hope that you will give us a chance to serve you with any of your real estate requirements in Dubai.

Please contact **QASIM ALI** on phone **+971 555 406013** for any further query.

Thank you very much for your attention.

From: Rebecca Jones [rebecca@abcd.com]

Sent: 07 June 2006 12:23

To: Ilze Els [ilze@dynamiclearning.ae]

Subject: Wireless Network

Dear Ilze: Further to our conversation yesterday, I talked with our customer agents . I am pleased to tell you that you will now be able to use the new installed wireless network in your office complex. I have managed to get this done one month earlier than I originally said. Work can now begin on 1 August. . With regard to the printers, we are unfortunately unable to reduce the leasing prices on these. This is because our suppliers have recently increased the price by 15%. However, we can supply two free cartridges for each printer you rent. I am still to receive a quotation on the scanners you requested. I shall forward this information to you as soon as possible. Please can you let me know if 1 August is convenient for you for the network installation? Kind regards, Rebecca

Rebecca Jones

Customer Services Executive

ABCD, P O Box 123456, Dubai, United Arab Emirates

Telephone number: +971 4 9876543

Fax number: +971 4 9876542, Mobile number: +971 50 9876541

Visit us at www.customerservice.com

First Impressions

Always remember:

First Impressions Last



Rule Number 9

Selective use of cc and bcc



Why?





Rule Number 10

Asking the main question

Is email the best vehicle for this message?



The Email / What's App Question ...



Email / What's App Question ...

Email

- Business processes
- Traceability
- Clear separation of business versus personal communications.

WhatsApp

- Ease and ubiquity of WhatsApp
- Efficient tool for quick communications and personal messaging
- Adjunct to email

NOT a primary means of business- related communications





Out of Office Messages



Importance?

Out of Office Messages

I will be away from work for one week while training. When I return, don't expect any improvement

I am on vacation from [MM/DD/YYYY] to [MM/DD/YYYY]. I will allow each sender one email. If you send me multiple emails, I will randomly delete your emails until it is pared down to one. Choose wisely. Please note that you already sent me one email.

Out of Office messages

- Clear dates & remember to update
- Interim contact points
- Commitment for contact on return
- REMEMBER – STYLE & TONE !

 **Automatic reply:** Thank you for attending our Seminar at HRSE 2020



✓ **Abubakar, Fatima** |

Monday, 7 December 2020 at 17:17

● Catherine Bentley

[Show Details](#)

Hi, Thanks for reaching out!

I'm currently on leave until the 8th Dec & will resume on the 9th, so please expect a **reply** by then .

Cheers,
F.

 **Automatic reply:** Reflections and Feedback from Sessions on 7th August



● **Nazim ud Daulah (UAE)** <daulah.n@colas-middle-east.com>

Thursday, 8 August 2019 at 16:13

Automatic reply

Dear Sender,

[I am on leave from 08/08/2019 \(afternoon\) to 30/08/2019, both days inclusive.](#) During this period I will have limited access to my email.

For immediate assistance during my absence, please contact:

Parvin Khan, HR Office: parvin.k@colas-middle-east.com for HR related issues.

Maninder Singh, HR Administrator: maninder.s@colas-middle-east.com for camp related issues.

Regards,

Daulah

Key Takeaways

- *85 % success is based on communication skills*
- *The way that we communicate is part of our Personal Branding*
- *Channel Selection... avoid defaulting to comfort zones*
- *Email l- default channel fir Business Communication*
- *Rhetoric Triangle for Email Writing*
- *10 Golden Rules*
- *First impressions Last*
- *Email versus What's app*

“Communication works well for those who work at it”

Committing to Action

Do less of...	Keep doing...
Start doing...	Stop doing...



KEEP
CALM
AND
COMMUNICATE

*Thank
you*

