BRITISH COUNCIL

Effective Email Writing: Communicate with Care in a Digital-first World

Core skills developed

- Adaptability & learning agility
- Analytical thinking & problem solving
- Decision making & judgement
- Digital literacy & tool confidence
- Relationship & stakeholder management
- Productivity & personal effectiveness
- Effective communication

Human-centred communication for high-volume inboxes

Email drives much of today's collaboration and the way you write still shapes how smoothly work moves. This course helps participants craft clear, considerate messages that strengthen relationships, support progress and reduce unnecessary follow-ups. They learn to highlight what matters for readers who are scanning quickly, adapt tone for different colleagues and clients and write in ways that feel human and reflect their organisation's voice.

They develop practical inbox habits to help them stay organised and responsive. The course supports momentum and connection in a fast-moving environment.

Benefits

✓ Course participants will be more productive in managing their inboxes, maintain smoother collaboration and strengthen working relationships.

✓ Stakeholders will feel more supported through timely, well-judged exchanges that help them progress with confidence.

✓ Your organisation will benefit from email practices that sustain momentum, improve teamwork and build everyday working relationships.

Modules

Email writing essentials **1**

- Analysing features of effective emails
- Evaluating the impact of your emails and setting personal goals

Competency: *Set goals to improve email writing skills by analysing documents against criteria for effective performance*

Email time-savers **2**

- Identifying your email writing habits
- Managing your inbox

Competency: *Use email inbox management and time-saving strategies to be more productive*

Planning your emails **3**

- Defining an email's purpose
- Planning your emails

Competency: *Plan emails effectively to achieve your goals and maximise positive outcomes*

Writing formal emails **4**

- Structuring a formal email
- Making a good impression in formal emails

Competency: *Write well-structured formal emails*

Writing informal emails **5**

- Structuring an informal email
- Incorporating friendly, informal language

Competency: *Write well-structured informal emails*

Writing follow-up emails **6**

- Writing with a positive tone when following
- Structuring reminder and chaser emails

Competency: *Write effective follow-up emails that result in action*

Writing effective replies **7**

- Reading emails efficiently
- Clarifying issues

Competency: *Write effective email replies that meet your readers' needs*

Email writing mini-clinic **8**

- Evaluating email writing skills against best practices
- Setting goals and action planning

Competency: *Develop plans to achieve email goals in the workplace by selecting tools and techniques for effective performance*

Outcomes

★ Manage inboxes and email threads productively, keeping information organised and priorities clear.

★ Write emails that feel human and considerate by matching tone and timing to the message's purpose and the readers' expectations.

★ Review and refine email drafts, including those created with AI, by checking emphasis, context and clarity so the final message feels purposeful and professionally sound.