Email Writing Skills 2

Is it sometimes hard for your teams to write complex and challenging emails that engage stakeholders? Can it be challenging for them to respond to emails appropriately in different cultural contexts? Do they know how to draft sensitive emails in a way that doesn't easily offend but builds trust?

This course will take your teams' existing email-writing skills to the next level. They will develop a more strategic approach to drafting complex and challenging emails. Your stakeholders will be more responsive and quickly provide the answers your organisation needs. Through more effective emails, your teams will build stronger relationships and boost your organisation's professional image.

Objectives	Benefits
• Adapt content, structure and tone of emails to influence diverse stakeholders, motivating them to engage	• Participants will build trust, enhance relationships and increase their professional credibility through effective complex, challenging and sensitive emails
• Write challenging and sensitive emails diplomatically, demonstrating accountability, EQ and empathy to earn readers' trust	• Stakeholders will feel valued, connected and better understood, increasing engagement
• Interpret complex email threads, summarise content and respond strategically to enhance understanding and maintain engagement	• Your organisation will develop a credible, trustworthy, caring image, better engaging and retaining internal and external stakeholders in writing

- Developing level course: take your skills to the next level
- Experience: strong establishing level skills or completion of Email Writing Skills 1
- Minimum advanced (C1) level English

Email Writing Skills 2 - Course outline

Module	Competency
Advanced email writing essentials • Evaluating your practices as an advanced email writer • Setting personal goals	• Set goals to strengthen existing email writing skills by analysing emails against criteria for advanced performance
Writing culturally sensitive emails • Analysing writing preferences • Adapting your style to the reader and context	• Write emails that connect with your reader's style and context to build trustful relationships
Writing engaging emails • Planning a strategic approach to engage readers • Techniques for engaging and motivating readers	• Write emails that convince and motivate your readers to take action
Communicating difficult news by email • Structuring difficult news • Explaining the benefits of regulations, policies and directives	• Write emails with difficult news which are considerate of readers' needs and concerns
Responding to negative feedback emails • Shifting perspective • Using strategies to prioritise clear communication and relationships	• Respond to negative feedback emails in a way that maintains reputation and strengthens relationships
Refusing email requests • Structuring your refusal • Using a confident and considerate tone	• Refuse email requests using a confident and considerate tone to maintain the relationship
Managing engagement in email threads • Analysing the context • Responding strategically	• Respond effectively in email threads to engage stakeholders and drive outcomes
Advanced email writing mini-clinic • Evaluating email writing against advanced practices • Setting goals and action planning	• Develop plans to achieve advanced email writing goals in the workplace by selecting tools and techniques for effective performance