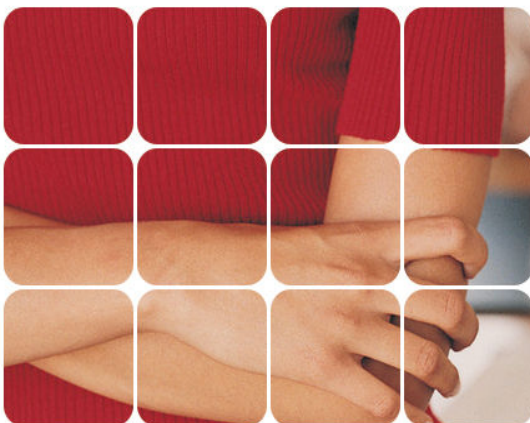


PRODUCT/SERVICE INFORMATION

## **CAREER MODULE PROGRAM**



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### **Email Etiquette (Code: INCM102)**

#### **INTRODUCTION**

Email being a non-verbal communication tool can lead to misunderstanding and miscommunication of the intended message. This hands-on program will highlight the barriers to effective email communication, how to write accurately and understanding the importance of using appropriate style and tone in emails and email etiquette.

#### **WHO SHOULD ATTEND**

Undergraduates and professionals who write emails regularly and who want to improve their effectiveness and efficient in email communication.

#### **LEARNING OUTCOMES**

At the end of the program, the participants will be able to:

1. Write letters that are structured and suitable to the varied intended readership
2. Develop an awareness of the importance of writing letters/ format, and use appropriate language for the intended reader and purpose
3. Write letters that address the readers' concerns
4. Be able to understand and correct common grammatical errors
5. Apply strategies that will improve workplace communication

#### **COURSE OUTLINE**

1. Introduction to Email Writing and Etiquette
  - Who do you work for? – projecting the right company image
  - The writing process
  - Write the 'right' email – readership
  - Structure
2. Barriers to Effective Email Communication
  - Common Errors
  - Time and Tenses
  - Sentences Structure
  - Using Paragraph Effectively
3. Style and Tone
  - Writing positively – active vs passive
  - Identifying and Avoiding Old-fashioned language
  - Email etiquette
  - Strategies for Tact
  - Editing

#### **PROGRAM DURATION**

10 hours.