



EFFECTIVE E-MAIL MANAGEMENT FOR BUSINESS PROFESSIONALS

One Day Course | Course fee: RM695 per participant

E-Mail has become an important means of communication in business. We use e-mails to communicate internally to our work colleagues. We are also using e-mails more and more to communicate with customers, suppliers and business partners.

Unfortunately we do not always display the same professionalism in our e-mails as we do with other forms of business communication.

One reason for this is that e-mail is a relatively new method of communication and professional standards are still evolving.

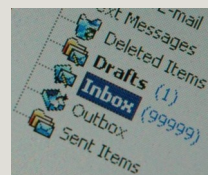


In this one day training session we will consider what standards we need to be applying to ensure that our e-mails are professional and effective.

This involves eliminating common mistakes, applying professional standards and following accepted e-mail protocol.

Here's what you will learn by the end of the course:

- ✓ Eliminate simple errors when writing and sending e-mails
- ✓ Write e-mails that meet the professional standards of your organisation
- ✓ Follow accepted protocol when writing and sending business e-mails
- ✓ Controlling how often you read your e-mails
- ✓ Controlling how you deal with your e-mails
- ✓ Taking positive action to reduce incoming e-mails



Research published by Henley Management College in March 2007 found that 32% of e-mails were considered unnecessary.

The results also suggested that European Managers spend an average of 2 hours per day dealing with e-mails. This equates to around 10 years of their working life. This in turn suggests a little over 3 years dealing with unnecessary e-mails.

Of course, this is only an average. The experience for some of us will be far worse! Others will not be receiving e-mails on quite the same scale. However, most of us will agree that there is a need to manage our inbox so that it does not strangle our working day.

In this course you will learn about three areas where you can take some control and therefore make more effective use of your business e-mail.

Learn How to Better Manage Your Business E-M@ils Today!

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