

Email Etiquette – Design Document

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| Business Purpose | <p>Viva Interactive is a mid-sized training and development consulting firm that specializes in providing innovative training solutions to clients in various industries. The company has recently experienced a surge in growth, leading to an increase in internal and external communication through email. However, the management has noticed a decline in the effectiveness of communication and a rise in misunderstandings among employees and with clients. The goal of this training would be:</p> <ul style="list-style-type: none"> - to achieve a 20% reduction in the number of reported miscommunications within the company within six months of completing the training - increase client satisfaction scores related to communication by 15% within three months of completing the training. <p>Viva Interactive aims to enhance the communication skills of its employees, leading to improved collaboration, client satisfaction, and overall organizational efficiency.</p> |
| Target Audience | <p>The training should be designed to benefit employees across all levels and departments within the organization. This includes executives, managers, team leads, and individual contributors. Additionally, employees who interact directly with clients, such as account managers, sales representatives, and customer support staff, are particularly important.</p> |
| Training Time | <p>15 - 20 minute eLearning course</p> |
| Training Recommendation | <p>All employees should receive e-learning training in mastering corporate email best practices to enhance necessary email communication throughout the organization. Employees should also have a reference tool in the form of a PDF checklist to ensure best practices in email communication.</p> |
| Deliverables | <ul style="list-style-type: none"> • 1 storyboard outlining the Corporate Email course • 1 eLearning module, developed in Articulate Storyline with voiceover narration • 1 Tips and Tricks PDF Job Aid/Handout |

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| Learning Objectives | <p>By the end of the training, the learners will be able to...</p> <ul style="list-style-type: none">• Identify the importance of email etiquette in business communication• Distinguish between examples of emails with proper vs. improper etiquette• Identify key principles of email communication |
| Training Outline | <p>Introduction</p> <ul style="list-style-type: none">• Welcome• Navigation• Objectives <p>Topic: Importance of Email Communication</p> <ul style="list-style-type: none">• Professionalism• Effective Communication• Relationship Building• Knowledge Check: Importance of Email Communication <p>Topic: Proper vs. Improper Email Etiquette</p> <ul style="list-style-type: none">• Proper Email Etiquette<ul style="list-style-type: none">○ Prompt and Courteous○ Clear and Concise Subject Lines○ Proper use of CC and BCC• Improper Email Etiquette:<ul style="list-style-type: none">○ Neglecting Proper Greetings○ Overusing Reply All○ Improper Formatting and Lack of Proofreading• Knowledge Check: Categorizing Examples as Proper vs. Improper Email Etiquette <p>Topic: Identify Key Principles of Email Communication</p> <ul style="list-style-type: none">• Craft Clear and Concise Emails<ul style="list-style-type: none">○ Importance for communication internally and with clients○ Techniques to utilize○ Knowledge Check: Identifying an email that displays this principle |

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| | <ul style="list-style-type: none"> • Structure Emails Logically <ul style="list-style-type: none"> ○ Use of paragraphs ○ Use of bullet points ○ Example • Appropriate Language and Tone <ul style="list-style-type: none"> ○ Establishing Professionalism ○ Fostering Relationships ○ Adapting Writing Style • Final Quiz • Summary • Conclusion |
| Assessment Plan | <p style="text-align: center;">Assessment</p> <ul style="list-style-type: none"> • Two Knowledge Checks: <ul style="list-style-type: none"> ○ Importance of Email Communication: True/False ○ Proper vs. Improper Etiquette Drag and Drop • 80% passing on e-learning module assessment via 5 multiple-choice questions with unlimited attempts |
| Evaluation of Success | <ul style="list-style-type: none"> • Pre-/post-training surveys of employees rating internal email communication within the company • Feedback surveys of clients rating customer service and email communication • Compare post-training metrics with baseline metrics established in the pre-training assessment to quantify improvements. |