

## Module Title: Email Etiquette

**Target Audience:** All employees at Viva Interactive., including executives, managers, customer service representatives, and project teams, to enhance their email communication skills and foster a company-wide culture of effective and professional correspondence.

### Learning Objectives:

1. Identify the importance of email etiquette in business communication
2. Distinguish between examples of emails with proper vs. improper etiquette
3. Identify key principles of email composition

**Seat Time:** 15-20 minutes

### Master Template:



### Outline:

- Welcome
- Navigation
- Learning Objectives
- Importance of Email Etiquette
- Proper vs. Improper Emails
- Key Principles of Email Composition
- Quiz Introduction
- Summary
- Conclusion

**Font:** Fjalla One for headings – Course Title, Slide Title - Cambria: Text Title - 24, Text Body - 18



### Color Palette:




**Module Resources/References:** Viva Interactive Email Etiquette Checklist not available for this draft.


### Notes:

- Developers should source similar assets using the thumbnails shown as samples.
- All Slide titles appear at the beginning of the slide with 0.5 second fade in.
- All other assets including but not limited to text, images, avatars and buttons appear with a 0.75s fade in.
- All buttons, pictures or tabs that are clickable have both a hover and visited state.
- Audio must be completed on all slides before user can interact with slide or select the Next Button
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Slide [1.1]/ Menu Title: <i>Email Etiquette</i>			
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Top border</p> <p>Background image: Photographic image of laptop or work desk</p>  <p>Course title set in rectangular band across the screen.</p> <p>Custom Start course button</p> 	<p>[Slide/Course Title] <b>Email Etiquette</b></p> <p>[On screen text] Review how to enhance email communication skills and foster a company-wide culture of effective and professional correspondence.</p> <p>[Buttons] START COURSE</p>	<p>Welcome to the Email Etiquette course. In this course, we will review how to enhance email communication skills and foster a company-wide culture of effective and professional correspondence. Click the 'Start course' button to begin.</p>	<p>Course starting music fades in and out. Then Course title and start course button will show up on the screen along with the narration.</p>

Slide [1.2]/ Menu Title: <i>Learning Objective</i>			
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Slide title on the top</p> <p>The learning objectives will appear on the middle of the screen,. The objectives text will appear in three similarly styled rectangles that use palette colors.</p>	<p>[Slide Title] <b>Learning Objectives</b></p> <p>[Learning Objectives] - Identify the importance of email</p>	<p>Hi I'm Aliah and I'll be guiding you through this training.</p> <p>Today we'll cover three crucial objectives:</p>	<p>To the left of the screen, the learning objectives text will come in one-by-one timed with the VO</p>

 <p>Show Avatar</p> <p>Direction slide text appears on the left of the avatar standing and pointing on right side of screen.</p>	<p>etiquette in business communication</p> <ul style="list-style-type: none"> <li>- Distinguish between examples of emails with proper vs. poor etiquette</li> <li>- Identify key principles of email composition</li> </ul> <p>[Directions] Select the Next button to continue.</p>	<ul style="list-style-type: none"> <li>- Identify the importance of email etiquette in business communication.</li> <li>- Distinguish between examples of emails with proper vs. improper etiquette, and</li> <li>- Identify key principles of email composition.</li> </ul> <p>By the end of this training, you'll be equipped with valuable insights to enhance your email communication skills. Let's get started!</p> <p>Click the Next button on your playbar to continue.</p>	
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Slide [1.3]/ Menu Title: <i>Importance of Email Etiquette</i>			Objective: [1]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Slide title on the top</p> <p>Show image below to the left of the screen and avatar on the right:</p> 	<p>[Slide Title] <b>Importance of Email Etiquette</b></p> <p>[Buttons]</p> <ul style="list-style-type: none"> <li>● Professionalism</li> <li>● Effective Communication</li> <li>● Relationships Building</li> </ul> <p>[Directions]</p>	<p>A well written email is vital in a professional setting, as it sets the tone for effective communication.</p> <p>Click each button below to learn more about the importance of Email Etiquette.</p>	<p>Avatar will fade in at the beginning of slide timeline.</p> <p>Buttons will fade in timed with the VO.</p> <p>This slide has a click to reveal interaction. The learner can click on each button, and it will reveal a layer with more information on each.</p>

Customized buttons Professionalism, Effective Communication and Relationship Building are located on right of the image.	Click each button below.		Once the layers have been clicked, the color of the text will change indicating the visited state.  The Next button will jump to next slide
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Slide [1.3a]/ Menu Title:			Objective: [1]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Large rounded rectangle appears with text inside.</p> <p>There is an X icon in upper right corner of rectangle to close layer.</p> <p>Avatar on left with background and title bar can still be seen.</p> <p>All other text is covered or faded out.</p>	<p>Professionalism</p> <p>Email etiquette helps maintain a professional image for individuals and organizations. By following proper etiquette, employees demonstrate respect, professionalism, and attention to detail in their email communication.</p>		Learner can click on X icon to return to base layer

Slide [1.3b]/ Menu Title:			Objective: [1]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
This layer has the same layout as the previous layer	<p>Effective Communication:</p> <p>Email etiquette ensures that messages are clear, concise, and easily understood. By adhering to email etiquette guidelines, individuals can communicate their ideas,</p>		Learner can click on X icon to return to base layer

	requests, or information effectively, minimizing misinterpretations and misunderstandings.		
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Slide [1.3c]/ Menu Title:			Objective: [1]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
This layer has the same layout as the previous layer	<p>Relationship Building:</p> <p>Good email etiquette fosters positive relationships with colleagues, clients, and stakeholders. By using appropriate language, tone, and formatting, individuals can establish rapport, trust, and credibility, leading to better working relationships and collaboration.</p>		Learner can click on X icon to return to base layer


Slide [1.4]/ Menu Title: <i>Importance of Email Etiquette</i>			Objective: [1]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Slide title on the top</p> <p>There is a true / false question on the slide with a relevant avatar pose next to the question text and to the right of the true / false answers.</p>	<p>[Slide Title]</p> <p><b>Knowledge Check</b></p> <p>Is the following statement true or false? Email etiquette is vital in professional settings as it sets the tone for effective communication.</p> <p>[Multiple Choice]</p> <p>True False</p>	Complete the knowledge check to test your understanding. Click on the Submit Button once you have selected your answer.	<p>Learner can select either True or False and then clicks on Submit to see result.</p> <p>True triggers Correct layer to display.</p> <p>False triggers Incorrect layer to display.</p>

Slide [1.4a]/ Menu Title:	Objective: [1]
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Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Rectangle Appears with Text and Button to Continue	<p>Correct</p> <p>That's right! Email etiquette is vital in professional settings as it sets the tone for effective communication. Well-crafted emails can build strong business relationships and enhance productivity. Think about the impact your emails can have on recipients and their perception of you and Viva Interactive Solutions Inc.</p> <p>[Button] Continue</p>		<p>Feedback for Correct Answer shows.</p> <p>When Learner clicks on Continue Button, training advances to the next slide</p>

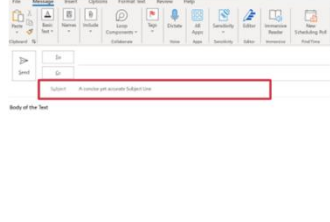
Slide [1.4b]/ Menu Title:			Objective: [1]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Rectangle Appears with Text and Button to Continue	<p>Incorrect</p> <p>That is not quite right. Email etiquette is vital in professional settings as it sets the tone for effective communication. Well-crafted emails can build strong business relationships and enhance productivity. Think about the impact your emails can have on recipients and their perception of you and Viva Interactive Solutions Inc.</p> <p>[Button] Continue</p>		<p>Feedback for Incorrect Answer shows.</p> <p>When Learner clicks on the Continue Button, training advances to the next slide.</p>

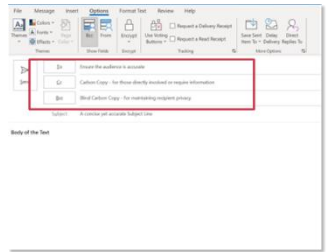
Slide [1.5]/ Menu Title: <i>Proper vs. Improper Email Etiquette</i>			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Slide title on the top</p> <p>Show a different avatar pose</p> <p>Relevant clickable graphics are lined vertically across the slide</p>   	<p>[Slide Title] <b>Proper Email Etiquette</b></p> <p>[Directions in an arrow pointing to the images] Select each photo to explore examples of proper email etiquette.</p>	<p>It's important to note that email etiquette may vary slightly across different organizations and industries.</p> <p>At Viva Interactive, we value the underlying principles of professionalism, effective communication, and relationship building and strive to remain consistent across all facets of our organization.</p> <p>Select each photo to explore examples of proper email etiquette.</p>	<p>Directions will fade in timed with the VO.</p> <p>This slide has a click to reveal interaction. The learner can click on each photo, and it will reveal a layer with more information on each.</p>

Slide [1.5a]/ Menu Title:			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>A colored rectangle is placed on top of the base layer.</p> <p>There is an “X” icon in upper right corner to close the top layer.</p> <p>Add this pic on the right:</p> 	<p>[Layer Title]</p> <p>Prompt and Courteous Responses</p> <p>[Content]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Respond within 24-48 hours.</li> <li><input type="checkbox"/> Being courteous and polite increases positive communication.</li> </ul>	<p>Responding to emails promptly, typically within 24-48 hours, demonstrates professionalism and respect for the sender's time. Additionally, using courteous and polite language in responses contributes to positive communication.</p>	<p>X icon is clickable to return learner to base level once audio has completed.</p>

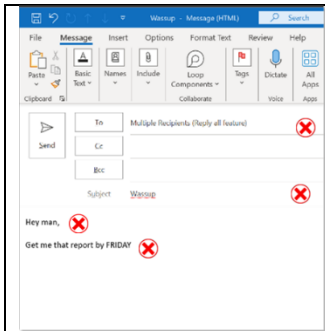
Slide [1.5b]/ Menu Title:			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>This layer has the same layout as the previous layer.</p> <p>There is an “X” icon in upper right corner to close the top layer.</p> <p>Add this screenshot on the right:</p>	<p>[Layer Title]</p> <p>Clear and Concise Subject Lines</p> <p>[Content]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Use subject lines that accurately summarize the content of the email.</li> <li><input type="checkbox"/> Examples: <ul style="list-style-type: none"> <li>• "Meeting Request: Project Update - [Your Name]."</li> <li>• "[X training course] Ready for Review"</li> </ul> </li> </ul>	<p>Using subject lines that accurately summarize the content of the email helps recipients prioritize and understand the purpose of the message quickly.</p>	<p>X icon is clickable to return learner to base level once audio has completed.</p>



	<ul style="list-style-type: none"> <li>• “Review Project Plan for [XYZ]”</li> </ul>		
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Slide [1.5c]/ Menu Title:			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>This layer has the same layout as the previous layer.</p> <p>There is an “X” icon in upper right corner to close the top layer.</p> 	<p>[Layer Title] Proper Use of CC and BCC</p> <p>[Content]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Ensure emails are making it to right recipients.</li> <li><input type="checkbox"/> Double-check the audience in the To, CC and BCC fields.</li> <li>• CC should be reserved for recipients directly involved or who require the information, while BCC should be used when maintaining recipient privacy is necessary.</li> </ul>	<p>When using the carbon copy (CC) and (blind carbon copy (BCC) fields, individuals should ensure they are used appropriately. CC should be reserved for recipients directly involved or who require the information, while BCC should be used when maintaining recipient privacy is necessary.</p>	<p>Photo fades from original location and fades in on left with beginning of VO</p> <p>X icon is clickable to return learner to base level once audio has completed.</p>

Slide [1.6]/ Menu Title: <i>Proper vs. Improper Email Etiquette</i>			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Slide title on the top</p>	<p>[Slide Title] <b>Improper Email Etiquette</b></p> <p>[Directions in an arrow pointing to the images] Select the red markers to explore common pitfalls in email etiquette.</p>	<p>Responding with proper email etiquette can be challenging at times. Select each red marker to explore common mistakes.</p> <p>Select the next button to continue.</p>	<p>Directions will fade in timed with the VO</p> <p>Red X Icons will fade in timed with the VO</p>



Red X Icons are located on email image to the right of the Subject, Body and Signature

This slide has a click to reveal interaction. The learner can click on each X icon, and it will reveal a layer with more information on each.

Slide [1.6a]/ Menu Title:			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Email is visible with red outline box around recipients.</p> <p>Show a rectangle box with a X icon to close. Add content text to this boz.</p>	<p>[Layer Title] Overusing Reply All</p> <p>[Content] Use Reply All judiciously:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Include necessary recipients only</li> <li><input type="checkbox"/> Make sure to only send @all emails when information is important and relevant to all recipients</li> </ul>	<p>Reply All should be used judiciously, only when all recipients genuinely need to be aware of the response.</p> <p>Unnecessary use of Reply All can clutter inboxes and lead to information overload, wasting recipients' time.</p>	<p>Red X Icon's fade at beginning of timeline of layer.</p> <p>Red outline on recipients fades in.</p> <p>Outlined text box on right half of slide fades in.</p> <p>X icon is clickable to return learner to base level once audio has completed.</p>

Slide [1.6b]/ Menu Title:			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

<p>Email is visible with red outline box around recipients.</p> <p>This layer has the same layout as the previous layer</p> <p>Email is visible with red outline box around recipients.</p>	<p>[Layer Title] Incorrect or Incomplete Subject Line:</p> <p>[Content] Use Subject lines correctly:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Inappropriate subject lines seem unprofessional.</li> <li><input type="checkbox"/> Vague or incomplete subject lines may result in miscommunication or chances of your email not being read on time.</li> </ul>	<p>Use Subject lines appropriately. Inappropriate subject lines seem unprofessional. Vague or incomplete subject lines may result in miscommunication or chances of your email not being read on time.</p>	<p>Red X Icon's fade at beginning of timeline of layer.</p> <p>Red outline on recipients fades in.</p> <p>Outlined text box on right half of slide fades in.</p> <p>X icon is clickable to return learner to base level once audio has completed.</p>
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Slide [1.6c]/ Menu Title:			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Email is visible with red outline box around greeting.</p> <p>All text on right fades and is replaced by outlined box on right half of slide with text.</p> <p>Themed relevant X and Check icons are located to right of correct and incorrect examples.</p>	<p>Neglecting Proper Greetings and Sign-Offs</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Failing to include a greeting or sign-off in an email can come across as abrupt and impolite. <ul style="list-style-type: none"> <li>• [Incorrect Examples] <ul style="list-style-type: none"> <li>○ Ex: What's up?</li> <li>○ Ex: Yo!</li> </ul> </li> <li>• [Correct Examples] <ul style="list-style-type: none"> <li>○ Ex: Hello [Recipient's Name]</li> <li>○ Ex: Best Regards</li> </ul> </li> </ul> </li> </ul>	<p>Failing to include a greeting or sign-off in an email can come across as abrupt and impolite. For instance, starting an email with just the body text and omitting a greeting or ending an email without a closing can be perceived as unprofessional.</p>	<p>Red X Icon's fade at beginning of timeline of layer.</p> <p>Red outline on greeting fades in.</p> <p>Outlined textbox on right half of slide fades in.</p> <p>X icon is clickable to return learner to base level once audio has completed.</p>

Slide [1.6d]/ Menu Title:			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

<p>This layer has the same layout as the previous layer</p> <p>Email is visible with red outline box around body.</p>	<p>Improper Formatting and Lack of Proofreading</p> <ul style="list-style-type: none"> <li>□ Proofread and check formatting prior to sending.</li> <li>□ Avoid long, unorganized paragraphs and excessive capital letters.</li> </ul>	<p>Emails with poor formatting, such as long, unorganized paragraphs or excessive use of capital letters, can be challenging to read and comprehend.</p> <p>Additionally, sending emails with spelling or grammatical errors indicates a lack of attention to detail and professionalism.</p>	<p>Red X Icon's fade at beginning of timeline of layer.</p> <p>Red outline on body fades in.</p> <p>Outlined textbox on right half of slide fades in.</p> <p>X icon is clickable to return learner to base level once audio has completed.</p>
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Slide [1.7]/ Menu Title:		Objective: [2]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Show two computer screens in the middle of the slide, one labeled 'proper' and one labeled 'improper'</p> <p>Show 6 Examples at the bottom of the screen.</p> <p>(The labeled screens will be the drop targets for a freeform drag-and-drop KC.)</p>	<p>[Slide Title] Knowledge Check</p> <p>[Directions] Categorize each example as either proper or improper email etiquette</p> <p>Drag each example on the bottom to the correct computer screen.</p> <p>[Examples] Example 1 Subject: Dear [Recipient's Name], [Proper]</p> <p>Example 2 Subject: yo [Improper]</p> <p>Example 3</p>	<p>Categorize each example as either proper or improper email etiquette.</p> <p>Complete the Knowledge Check by dragging each example on the bottom to the correct computer screen</p>	<p>This slide is a freeform drag-and-drop KC interaction.</p> <p>There will be 6 examples of Proper or Improper Etiquette (3 of each) as drag items that the learner will need to sort between the two drop targets.</p> <p>The drag items should be arranged in a scrambled order so they are not already sorted.</p> <p>Allow 2 attempts in the form settings.</p> <p>Arrange the dropped items in a "Free" format so that they</p>

	<p>Body: Thank you for the productive meeting earlier today. As discussed, here is a... [Proper]</p> <p>Example 4 Subject: "Meeting Request: Project Update - [Your Name]." [Proper]</p> <p>Example 5 Response Time: Customer Complaint responded to after 3-4 business days [Improper]</p> <p>Example 6 Body: I'm stuck on this project, and I need your help right away. Can you drop everything and ... [Improper]</p>		<p>are all visible to the learner once they are dropped.</p> <p>When the learner clicks Submit, it will show either the correct or try again feedback layer on the first attempt.</p> <p>The dropped items do not reset for the second attempt. The learner will drag the items from where they were dropped.</p> <p>After the second attempt, the learner will see either the correct or incorrect layer.</p>
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Slide [1.7a] / Menu Title:		Objective: [2]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Box Appears with Check Mark and text below.</p> <p>There is a Continue button.</p>	<p>[Slide Title] Correct</p> <p>[Text] That's right! You selected the correct responses. Proper etiquette is characterized by clear subject lines, gratitude expressions, and relevant content.</p>		<p>When Learner clicks on Continue Button, training advances to 1.8.</p>

	Instances of improper etiquette include informal subject lines, delayed responses to customer complaints, and urgent requests lacking a courteous tone.		
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Slide [1.7b]/ Menu Title:			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Box Appears with “x” icon and text below.</p> <p>There is a Continue button.</p>	<p>[Slide Title] Incorrect</p> <p>[Text] All of your selections are not correct. Proper etiquette is characterized by clear subject lines, gratitude expressions, and relevant content. Instances of improper etiquette include informal subject lines, delayed responses to customer complaints, and urgent requests lacking a courteous tone.</p>		<p>When Learner clicks on Continue Button, training advances to 1.8.</p>

Slide [1.7c]/ Menu Title:			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Box Appears with “x” icon and text below.</p> <p>There is a Try Again button.</p>	<p>[Slide Title] That is not quite correct...</p> <p>[Text]</p>		

	<p>Hint: For subject lines, consider clarity, relevance, and professionalism. For response times, prioritize timely communication, especially with customer inquiries. When seeking assistance, maintain a professional and polite tone in your email requests.</p>		
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Slide [1.8]/ Menu Title: Key Principles of Email Composition			Objective: [3]
Visual / display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Slide title on the top</p> <p>Avatar on left side of screen. Pick a different pose.</p> <p>Show the pictures in the middle of the screen:</p>  <p>With these titles: Clear and Concise, Structure and Language and Tone.</p> <p>Directions arrow with text appears below the pictures</p>	<p>[Slide Title] Key Principles of Email Composition</p> <p>[Directions] Click each button below to learn more</p> <p>[Buttons] Clear and Concise Structure Language and Tone</p>	<p>A well written email is vital in a professional setting, as it sets the tone for effective communication.</p> <p>Click each button below to learn more about the importance of Email Etiquette.</p>	<p>This is the home slide for a branching to three slides, one for each custom button. When the learner clicks each one, they will jump to the corresponding slide.</p> <p>Clear and Concise Button – Jumps to 1.9 Structure Button – Jumps to 1.10 Language and Tone Button – Jumps to 1.11</p> <p>Avatar will fade in at beginning of slide timeline.</p> <p>Pictures and text will fade in timed with the VO</p> <p>Directions will fade in timed with the VO.</p> <p>The Next button in the player will be hidden from the learner until all three buttons are selected and therefore all three branching slides are visited. The learner will be returned to this home slide after</p>

			<p>visiting each slide linked to each of the three rectangles.</p> <p>The rectangles will have visited states so when the learner returns to this home slide, it is clear which rectangle they've already viewed.</p> <p>The three rectangles are restricted to the learner until the Narrator VO ends. Once the buttons are released, the learner will be able to click on them in any order.</p> <p>Once the learner views the three slides that branch from this one, the Next button will be displayed.</p> <p>The Next button will jump to Slide 1.13</p>
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Slide [1.9]/ Menu Title:			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Slide title on the top</p> <p>Semi-transparent photographic image of laptop is background image.</p> <p>Directions are at top of slide.</p> <p>Email 1 and Email 2 are displayed in two large curved rectangle boxes filling most of the slide.</p>	<p>[Slide Title] Clear and Concise Emails</p> <p>[Directions] Imagine an employee is confirming a meeting with a client:</p> <p>[Slide Text] Email 1 Body: I hope this email finds you well. I would like to confirm our meeting scheduled for [Date] at [Time] in [Location]. Please let me know if there are any changes or if this time is still convenient for you.</p>	<p>The first principle is crafting clear and concise messages. A well-written email should convey your message clearly and concisely. By eliminating unnecessary information and focusing on the key points, you can ensure that your recipients understand your message without confusion or ambiguity.</p> <p>To illustrate this principle, let's take a look at an example. Imagine an</p>	<p>All text fades in at beginning of slide timeline.</p> <p>Learner selects either Email 1 or Email 2 and clicks Submit.</p> <p>Answer Email 1 is correct and the Correct layer will appear.</p> <p>Answer Email 2 is incorrect and the Incorrect layer will appear.</p>



<p>Built in question is displayed below emails..</p>	<p>Email 2 Body: I hope you're good. So, about our meeting, it's still on, right? I mean, we're meeting on [Date], but I forgot the time. Can you remind me? Also, are we meeting in your office or the conference room? Let me know because I need to prepare some stuff for the meeting. And, if something comes up and we need to reschedule, just tell me. I have a lot going on, so it's important to know ASAP.</p> <p>[Knowledge Check] Which email do you think is more effective?</p> <p>[Answers] Email 1 Email 2</p>	<p>employee is confirming a meeting with a client: Which email do you think is more effective?</p>	
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Slide [1.9a]/ Menu Title:			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Correct Box with text appears in center of slide.</p>	<p>[Slide Title] Correct</p> <p>[Text] That's right!</p> <p>In the first example, the clear and concise email, the purpose of the email is straightforward, and the content is organized with a clear call to action. In contrast, the second example is less focused, contains</p>		<p>When Learner clicks on Continue Button, training returns to 1.9</p>

	unnecessary details, and lacks a clear structure, making it less effective for quick and efficient communication.		
	[Button] Continue		

Slide [1.9b]/ Menu Title:			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Incorrect Box with text appears in center of slide.	<p>[Slide Title] Incorrect</p> <p>[Text] You did not select the correct response.</p> <p>In the first example, the clear and concise email, the purpose of the email is straightforward, and the content is organized with a clear call to action. In contrast, the second example is less focused, contains unnecessary details, and lacks a clear structure, making it less effective for quick and efficient communication.</p> <p>[Button] Continue</p>		When Learner clicks on Continue Button, training returns to 1.9

Slide [1.10]/ Menu Title:			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide title on the top  Show three icons each for paragraph, bullet points and example	<p>[Slide Title] Structuring Emails</p> <p>[Buttons]</p>	The next principle is structuring emails for clarity. A well-structured email helps recipients navigate the content easily, leading to better comprehension and response rates.	Buttons fade in at beginning of slide timeline.  Directions will fade in timed with the VO.

<p>Directions are at the bottom of slide with three horizontally spaced icons.</p> <p>Icons include title and relevant themed icon.</p>	<p>Paragraphs</p> <p>Bullet Points</p> <p>Example</p>	<p>Let's explore some key elements of email structure.</p> <p>Click on the buttons below.</p>	<p>This slide has a click to reveal interaction. The learner can click on each photo, and it will reveal a layer with more information on each.</p> <p>The Next Button is disabled until all Buttons have been clicked on.</p>
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Slide [1.10a]/ Menu Title:			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Rounded Rectangular text box with outline is centered in slide.</p> <p>Paragraph icon from base layer is on left side of slide.</p>	<p>[Slide Title]</p> <p>Paragraphs:</p> <p>[Text]</p> <ul style="list-style-type: none"> <li>- Break down your email into paragraphs to improve readability and organize thoughts</li> <li>- Focus each paragraph on a single idea or topic to ensure a logical flow of information</li> </ul>	<p>One important element is using paragraphs effectively. Breaking down your email into paragraphs improves readability and helps organize your thoughts. Each paragraph should focus on a single idea or topic, ensuring a logical flow of information.</p>	<p>X icon is clickable to return learner to base level once audio has completed.</p>

Slide [1.10b]/ Menu Title:			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Rounded Rectangular text box with outline is centered in slide.</p> <p>Bullet Points icon from base layer is on left side of slide.</p>	<p>[Slide Title]</p> <p>Bullet Points:</p> <p>[Text]</p> <ul style="list-style-type: none"> <li>- Emphasize key points</li> <li>- Make information more scannable</li> </ul>	<p>Bullet points and numbered lists are also valuable tools for structuring emails. They help emphasize key points, make information more scannable, and ensure that important details are not overlooked.</p>	<p>X icon is clickable to return learner to base level once audio has completed.</p>

	- Ensure that important details are not overlooked.		
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Slide [1.10c]/ Menu Title:			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Rounded Rectangular text box with outline is centered in slide.</p> <p>Example icon from base layer is on left side of slide.</p>	<p>[Text] Hi [Client's Name], I hope this email finds you well. I wanted to provide you with a recap of our sales proposal meeting last week. Here are the key points we discussed:</p> <ul style="list-style-type: none"> <li>- Proposed pricing structure: We presented three pricing options to meet your budget and requirements.</li> <li>- Product features and benefits: We highlighted the unique features of our product that align with your needs.</li> <li>- Implementation timeline: We outlined a detailed timeline for project implementation, including key milestones...</li> </ul>	<p>Let's review an example that demonstrates the importance of e-mail structure. In this example, the e-mail is structured using paragraphs and bullet points to highlight key discussion points from the meeting. This structure allows the recipient to quickly grasp the main takeaways and ensures clarity and communication.</p>	<p>X icon is clickable to return learner to base level once audio has completed.</p>

Slide [1.11]/ Menu Title:			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Slide title on the top</p> <p>Show a different Avatar pose on the right.</p> <p>Show three icons each for</p> <ul style="list-style-type: none"> <li>- Adapting Writing Style</li> <li>- Fostering Relationships</li> <li>- Establishing Professionalism</li> </ul>	<p>[Slide title] Language and Tone</p> <p>[Icons]</p> <ul style="list-style-type: none"> <li>- Adapting Writing Style</li> <li>- Fostering Relationships</li> </ul>	<p>The words we choose and the tone we convey greatly influence how our emails are perceived and can impact the success of our professional interactions.</p> <p>Click on each icon to learn more.</p>	<p>The learner will be able to click on icon, which will open the corresponding slide layer.</p> <p>When the learner clicks on the Next button, it will jump to Slide 1.11</p>

When the learner clicks on each icon, it will display the information in a new layer.	- Establishing Professionalism		
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Slide [1.11a]/ Menu Title:			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Rounded rectangle box similar to the previous layers will be used.</p> <p>“X” icon is located in upper right hand corner.</p>	<p>[Layer title] Adapt Writing Style to Different Recipients:</p> <p>[Text] Adapting Writing Style: I hope this email finds you well. I wanted to provide you with a brief update on the progress of the project. We have successfully completed the initial phase, and I believe the outcomes align with the objectives we discussed during our meeting. Please feel free to share any specific preferences or concerns you may have, and I'll ensure that our approach aligns with your expectations.</p> <p>Not Adapting Writing Style: Just wanted to give you a quick update on the project. It's moving along well, and I think we're on track. Let me know if you have any issues.</p>	<p>Adapt Writing Style to suit different recipients by considering their familiarity with the topic, cultural sensitivity, and formality.</p> <p>In the first example, the writing style is adapted to the recipient, addressing the client formally and inviting feedback, demonstrating a client-focused approach. In the second example, the writing style is more casual and lacks specific consideration for the recipient, which may be perceived as less attentive to the client's preferences and expectations.</p>	<p>Once VO is complete, learner selects the “x” icon to close layer.</p>


Slide [1.11b]/ Menu Title:			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Rounded rectangle box similar to the previous layers will be used.</p> <p>“X” icon is located in upper right hand corner.</p>	<p>[Layer title] Fostering Positive Relationships:</p> <p>[Text] Fosters Positivity: I wanted to express my sincere appreciation for the hard work and dedication your team has put into the recent project. The collaboration and attention to detail were exceptional, and it truly made a positive impact. Looking forward to more successful projects together.</p> <p>Fosters Negativity: The project your team worked on was just okay. It could've been better, and I expected more. Let me know how you plan to improve next time.</p>	<p>The language and tone you use in your corporate emails greatly impact how you are perceived by colleagues, clients, and stakeholders. By being respectful, diplomatic, and empathetic, you can build rapport, trust, and stronger relationships. In the positive example, the email expresses gratitude, acknowledges the team's efforts, and looks forward to future collaborations, fostering a positive relationship. In the negative example, the feedback is vague, lacks appreciation, and sets a negative tone, which may hinder relationship-building and collaboration.</p>	<p>Once VO is complete, learner selects the “x” icon to close layer.</p>

Slide [1.11c]/ Menu Title:			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

<p>Rounded rectangle box similar to the previous layers will be used.</p> <p>“X” icon is located in upper right hand corner.</p>	<p>[Layer title] Establishing Professionalism:</p> <p>[Text] Professional Example: I trust this email finds you well. Please find attached the finalized proposal for the upcoming project. I look forward to discussing any further details or questions you may have.</p> <p>Non-Professional Example: Here's the proposal for the project. Take a look and let me know what you think. Hit me up if you have questions.</p>	<p>When you communicate in a professional and respectful manner, you create a positive impression. In the professional example, the email adheres to formal salutations, a respectful tone, and clear communication. The non-professional example, on the other hand, uses informal language, lacks structure, and may be perceived as too casual for a corporate setting.</p>	<p>Once VO is complete, learner selects the “x” icon to close layer.</p>
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Slide [1.12]/ Menu Title: Quiz Introduction			Objective:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Slide title on the top</p> <p>Quiz Information and Directions are both located in the middle of the slide.</p> <p>Relevant graphic of person working on computer or laptop is filling as a background to the slide.</p>	<p>[Slide title] Graded Quiz</p> <p>[Quiz Information] 5 Questions 80% to Pass</p> <p>[Directions] Click Next to begin Quiz</p>	<p>It’s time for a knowledge check. Complete the 5-question quiz. You will need to receive an eighty percent or higher to pass. There will be unlimited attempts for this quiz. Click Next to begin the quiz.</p>	<p>Quiz Information and Image feeds in at beginning of slide timeline.</p> <p>Directions will fade in timed with the VO.</p> <p>Start quiz button advances training to 1.13.</p>

Slide [1.13]/ Menu Title:			Objective: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

<p>Slide title on the top</p> <p>All 5 assessment question slides should have the same layout and formatting.</p> <p>Relevant graphic of computer or laptop is located on right side of slide.</p> 	<p>[Slide title] Question 1</p> <p>[Question] Why is email etiquette important in professional settings?</p> <p>[Answer Choices] 1. It helps you save time by sending shorter emails.</p> <p><b>2. It enhances business relationships and productivity. [CORRECT ANSWER]</b></p> <p>3. It allows you to use casual language and slang.</p> <p>4. It impresses recipients with your writing skills.</p>		<p>Score by question with 1 attempt for each quiz question as the learner progresses through the quiz. They will be able to Retake the entire quiz at the end if they do not pass.</p> <p>Results slide 1.19; graded quiz slide – multiple choice.</p> <p>When the learner clicks Submit, submit multiple choice and advance to the next slide.</p> <p>The learner should not get immediate feedback with Correct or Incorrect feedback layers. They should answer all of the questions sequentially FIRST in the graded assessment, then receive their score on the Results page.</p> <p>If they do not pass, they can come back and review the quiz.</p>
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Slide [1.14]/ Menu Title:		Objective: 3	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Same visual layout for all question slides</p> <p>Unique relevant graphic of computer or laptop is located on right side of slide.</p>	<p>[Slide title] Question 2</p> <p>[Question] What are the key principles highlighted in the training for effective email composition? (Select all that apply).</p> <p>[Answer Choices] 1. Including unnecessary information</p>		<p>Same settings for all question slides</p> <p>Learning must select two correct answers</p>



	<p><b>2. Structuring emails logically [CORRECT ANSWER]</b></p> <p><b>3. Choosing appropriate language and tone [CORRECT ANSWER]</b></p> <p>4. Crafting lengthy emails for thorough explanations</p> <p>5. Choosing inappropriate language and tone</p> <p><b>6. Clear and Concise [CORRECT ANSWER]</b></p>		
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Slide [1.15]/ Menu Title:		Objective: 2	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Same visual layout for all question slides</p> <p>Unique relevant graphic of computer or laptop is located on right side of slide.</p>	<p>[Slide title] Question 3</p> <p>[Question] Katrina is sending an email to her team. She uses slang and casual language to sound friendly and relatable. Is she demonstrating proper or improper etiquette?</p> <p>[Answer Choices] 1. Proper etiquette, as using casual language fosters a friendly work environment</p> <p>2. Proper etiquette, as it's essential to be informal when communicating with a team</p> <p><b>3. Poor etiquette, as slang and overly casual language may be perceived as</b></p>		<p>Same settings for all question slides</p>

	<p><b>unprofessional in a business setting</b>  <b>[CORRECT ANSWER]</b></p> <p>4. Poor etiquette, as using casual language is the standard in professional email communication</p>		
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Slide [1.16]/ Menu Title:		Objective: 2	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Same visual layout for all question slides</p> <p>Unique relevant graphic of computer or laptop is located on right side of slide.</p>	<p>[Slide title]            Question 4</p> <p>[Question]            You receive an email from a supervisor with a subject line that clearly summarizes the content, and the message is well-organized and free from grammatical errors. How would you categorize this email?</p> <p>[Answer Choices]  <b>1. Proper etiquette, as it demonstrates clarity and professionalism [CORRECT ANSWER]</b></p> <p>2. Proper etiquette, as grammatical errors are acceptable in business emails</p> <p>3. Poor etiquette, as a subject line is not necessary</p> <p>4. Poor etiquette, as a supervisor should not send emails</p>		<p>Same settings for all question slides</p>

Slide [1.17]/ Menu Title:		Objective:	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Same visual layout for all question slides</p> <p>Unique relevant graphic of computer or laptop is located on right side of slide.</p>	<p>[Slide title] Question 5</p> <p>[Question] Which of the following is a key principle for crafting effective and professional emails?</p> <p>[Answer Choices] 1. Including excessive details for thorough explanations</p> <p>2. Utilizing ambiguous language to encourage interpretation</p> <p>3. Neglecting proper formatting for a casual tone</p> <p><b>4. Structuring emails for clarity</b> <b>[CORRECT ANSWER]</b></p>		<p>Same settings for all question slides</p>

Slide [1.18]/ Menu Title:		Objective:	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Slide title on the top</p> <p>Box with Your Score and Passing Score</p>	<p>[Slide title] Quiz Results</p> <p>[Text] Your Score: XX% Passing Score: YY%</p>		<p>Use a Result side to show Success layer 1.19a when timeline starts if results are equal to or greater than the passing score.</p> <p>Show Failure layer 1.19b when timeline starts if results are less than passing score.</p>

			<p>Base layer will be visible (show through) from Success or Failure slide layers.</p> <p>Results variable reference shows the percent score only.</p> <p>Built in graded quiz variable reference displays learner score where <b>XX</b> appears on slide</p> <p>80% to pass shown where <b>YY</b> appears on slide</p>
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Slide [1.18a]/ Menu Title:			Objective:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Slide title on the top</p> <p>Blue check mark icon displayed</p> <p>Box with Your Score and Passing Score</p> <p>Buttons below</p>	<p>Congratulations, you passed!</p> <p>[Directions] Click Review to see your results or click Continue to move on.</p> <p>[Buttons] Review Quiz Continue</p>	<p>Congratulations! You passed.</p> <p>Select the Review Quiz button if you would like to review your answers.</p> <p>Select the Continue Button to move on.</p>	<p>Review button: shows correct/incorrect response when reviewing</p> <p>Continue button: jumps to Slide 1.19</p>

Slide [1.18b]/ Menu Title:			Objective:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Slide title on the top</p> <p>Red "X" icon displayed</p>	<p>Sorry, you didn't pass.</p> <p>[Directions]</p>	<p>You did not receive a passing score. Select the review Button to</p>	<p>Retake button: resets results slide and jumps to Slide 1.14</p>

<p>Box with Your Score and Passing Score</p> <p>Buttons below</p>	<p>Click Review to see your results or click Retry Quiz to take it again.</p> <p>[Buttons] Review Quiz Retry Quiz</p>	<p>review your answers. Select Retry quiz to take the quiz again.</p>	<p>Review button: shows correct/incorrect response when reviewing</p>
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Slide [1.19]/ Menu Title: Summary			Objective:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Slide title on the top</p> <p>The learning objectives will appear on the left side of the screen. The objectives text will appear in three similarly styled rectangles that use palette colors.</p> <p>Show avatar pose on right side of slide.</p>	<p>You should now be able to:</p> <p>[Learning Objectives]</p> <ul style="list-style-type: none"> <li>- Identify the importance of email etiquette in business communication</li> <li>- Distinguish between examples of emails with proper vs. poor etiquette</li> <li>- Identify key principles of email composition</li> </ul>	<p>In this course you have gained valuable insights into: Identifying the importance of email etiquette in business communication, distinguishing between proper versus improper email etiquette, and identifying key principles of email composition.</p> <p>This training enables all employees at Viva Interactive Solutions Inc. to understand and apply email etiquette principles, foster professional communication, enhance relationships, and contribute to a positive work environment and successful business interactions.</p>	<p>Next Button is not available until VO is complete.</p> <p>Next Button advances training to 1.20</p>

Slide [1.20]/ Menu Title: Conclusion			Objective:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

<p>Slide title on the top is now located toward middle of slide with directions below</p> <p>Custom Complete Button is below directions.</p> <p>.</p>	<p>[Slide Title] Congratulations!</p> <p>[Directions] Click the Complete Button to Exit this Course</p> <p>[Button] Complete</p>	<p>Viva Interactive congratulates you on the successful completion of this course! Press the complete button to exit the training.</p>	<p>Complete Button is not available until VO is complete.</p> <p>Complete Button exits the training.</p>
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### Notes for Reviewers:

- Please focus on the accuracy and completeness of the content during this review cycle. “Page breaks” for the online course will be adjusted after the content is edited.
- Questions for reviewers are indicated with **yellow highlighting**. All questions will need to be resolved before programming can begin.
- Remember, the text in the 3rd column labeled Narration / Voiceover will be narrated audio.
  - There will be “connecting” words and phrases that would not appear in a written procedure. If the wording seems awkward to you, try reading the text aloud to see how it fits, then make changes if it still seems necessary.
  - Formatting is merely to aid the voiceover talent: remember, learners will hear – not see – this text.
  - Capitalization is not important in the third column, but is very important in the next column, “Visual/Display.”
- Optional Tip: Hiding the top and bottom margins of this document (double-clicking between the pages to “Hide/Show White Space”) will enable you to go through the storyboard more smoothly.