Written Communication (Email) Techniques – Online Training

Duration: **1 Day**

BİLGİNÇ IT Academy
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Overview

Written communication lacks non-verbal cues such as body language, tone, and facial expressions—making it one of the most complex and risky forms of communication. This training aims to help professionals write emails and documents that are clear, impactful, and professional.

Participants will learn how to express themselves effectively through email and develop strategies to overcome common pitfalls in written business communication.

Who Should Attend

- Executives and mid-level managers
- Employees aiming to improve professional writing skills
- Customer-facing or email-heavy roles
- Professionals with leadership aspirations

What You Will Learn

- Understanding the components of communication and personal style
- Recognizing the strengths and risks of written communication
- Mastering professional and impactful email writing
- Applying correct grammar, structure, and tone
- Following email etiquette and confidentiality norms
- Crafting written messages for crisis or sensitive situations
- Learning to create and edit professional documents

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Outline

Module 1: Foundations of Communication

- Verbal vs. written communication
- Knowing yourself & your audience
- Impact of stress and personal values on communication

Module 2: Importance of Written Communication

- Strengths & limitations in a business context
- When and why to prefer written forms

Module 3: Essentials of Good Writing

- Purpose and audience targeting
- Structure: introduction – body – conclusion
- Clear, concise, and professional tone

Module 4: Email Writing Best Practices

- Crafting subject lines, body, and signatures
- Choosing appropriate language and tone
- Email etiquette & privacy standards
- Handling crisis communication via email

Module 5: Professional Document Creation

- Writing reports, presentations, and business letters
- Formatting and visual consistency
- Citing reliable sources and editing techniques

Module 6: Improving Your Written Communication

- Practice with real-life scenarios
- Giving and receiving feedback
- Continuous improvement strategies