

**The University of Toledo**  
**College of Business Administration**  
**Executive Center for Global Competitiveness**

**WRITING ACCURATE, EFFECTIVE E-MAIL**

### Program Overview

This half-day program focuses on correcting problems commonly found in e-mail communication. Participants will understand why “stream of consciousness” statements are distracting for readers of e-mail messages. They will discover simple techniques for quickly and easily planning and organizing their ideas. Attendees will find out how to connect with their reader and receive a review of good sentence structure and punctuation principles. They’ll be stronger at taming the grammar gremlins and proofreading “on the screen” to guarantee correct and professional e-mail.

### Program Objectives

During this seminar, participants will learn how to:

- Create clear, concise e-mail messages that get action
- Format their documents to increase readability
- Polish their cybergrammar skills
- Manage and organize their e-mail
- Save time and convey ideas in the right tone

### About the Instructor

**Debra A. Smith** is a nationally respected consultant, speaker, and seminar leader. Her subject is professionalism—a composite of respect for the organization, respect for the people it serves, and respect for oneself. She develops this professionalism in her listeners, thereby enabling employees to reach their highest potential within the organization. People who attend her seminars gain new insight and direction, reinforced by effective skills that greatly enhance their performance. Every year Debra travels to over 100 cities in the United States and Canada to deliver her seminars on communication, time management, conflict resolution, and customer relations. Her seminars are skillfully designed to meet the needs of managerial, supervisory, and support personnel. She has trained over 450,000 people from organizations in the private sector and government as well as in numerous colleges and universities.

### Program Topics

- What is appropriate and inappropriate for e-mail
- Why and how to make the subject clearer
- Who should be “copied” on messages
- How to goof-proof one’s grammar and punctuation
- How to quickly and easily organize ideas for e-mail messages
- Why and how to use a simple on-screen proofreading method
- How quickly should one respond
- What are employers’ legal rights to accessing employee communication
- Why the use of capital letters is so annoying
- Why the art of netiquette is critical to one’s professional image
- What is the potential for spreading viruses
- Why employees must know and understand their organization’s e-mail policy

### Additional Business Communication Development Areas to Consider for Your Employees:

- **Powerful Presentation Skills**
- **Proofreading and Grammar**
- **Effective Business Writing**
- **Communication Skills**
- **Giving and Receiving Constructive Feedback**

*If you wish to tailor this program for onsite training at your company, please contact Carrie Herr, ECGC Director, by calling 419-724-2591 or via email at [carrie.herr@utoledo.edu](mailto:carrie.herr@utoledo.edu).*