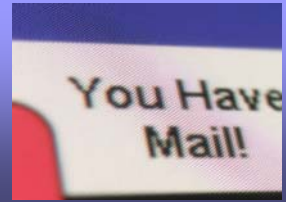


Making Email Work™!



An Information Mapping e-Learning Course

Overview

Employees at all levels in an organisation use email as a communication vehicle. Because email is not as formal as traditional business communications, employees often take less time to plan and develop them. We conducted a survey with 560 people and found:

- 53% of people receive emails they do not understand how to act on
- 49% of people receive emails that are hard to understand, and
- 15% of people receive emails they do not know how it is relevant to them.

This causes delays, errors, misunderstandings, loss of information, and a decrease in productivity.

Information Mapping is creating an online learning course to help employees improve their email communications.

Programme Description

Making Email Work™! is a self-paced e-learning programme introducing email users to the essential concepts of writing excellent emails.

The programme is one component of a comprehensive solution to help companies improve business communications.

Programme Objectives

Upon completion of the programme, learners will be able to:

- **establish** a purpose and **identify** desired response
- **communicate** more effectively
- **differentiate** between appropriate and inappropriate content
- **organise** and **label** content effectively
- **sequence** and **structure** content to enhance readability, and
- **write** effectively subject lines.



Features

Making Email Work™! features

- 1-2 hours of self-paced learning
- Short modular lessons
- Printable job aids
- Practise exercises to help learners apply skills and assess progress
- Examples of quality emails

Topics

There are 7 lessons in this course. They are:

- Planning your email
- Identifying reader-focused content
- Chunking and labelling for readability
- Sequencing your email for impact
- Writing effective subject lines
- Practicing good email etiquette
- Editing for clarity

Compliance

This programme will meet the requirements of the following Learning Management System standards:

- SCORM 1.2
- AICC
- Section 508

Technical Requirements

Making Email Work™! is based on simple browser technologies. The technical requirements include:

- Internet Explorer 5.5 or higher
- Windows 98 or higher
- Flash 2004 or higher
- Sound card with speakers (optional)
- Screen resolution of at least 800 x 600 dpi.

More Information

To find out more about the power of Information Mapping® and our effective communications programmes please:

- visit our website www.ptsonweb.com
- email us: info@ptsonweb.com

Information Mapping Worldwide Offices:

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