TALENT ACCELERATOR PROGRAMME:

EMAIL WRITING SKILLS

13 April 2023
2pm – 4.30pm

Objectives

By the end of today's session, you should be able to:

✗ identify 3 distinct email types: peer-to-peer, upward and external

✗ explain the features of a good email: format, content and tone

✗ apply effective email writing strategies to communicate in an authentic situation

COMMUNICATION AT WORK

Internal

Superior | Peers | Subordinates

External

Customers | Vendors |Stakeholders

Why do We Write Emails?

1. Communicate with people anywhere in the world
(e.g. someone who is not in the office, in a different time zone)

2. Send an electronic file
(e.g. a document, a spreadsheet, or a draft)

3. Distribute information to a large number of people quickly
(e.g. a memo that needs to be sent to the entire office staff).

4. Keep a written record
(e.g. able to refer back to what someone said in an earlier message, provide some kind of proof, or review the content of an important meeting or memo)

MAPS Framework

M
Message
(What is the message or point that you are communicating?)

What is the message being written? What about the tone of the written message?
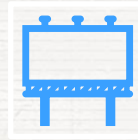
A
Audience
(Who is receiving the message?)

What and how much does the audience already know?

P
Purpose
(Why are you writing this message?)

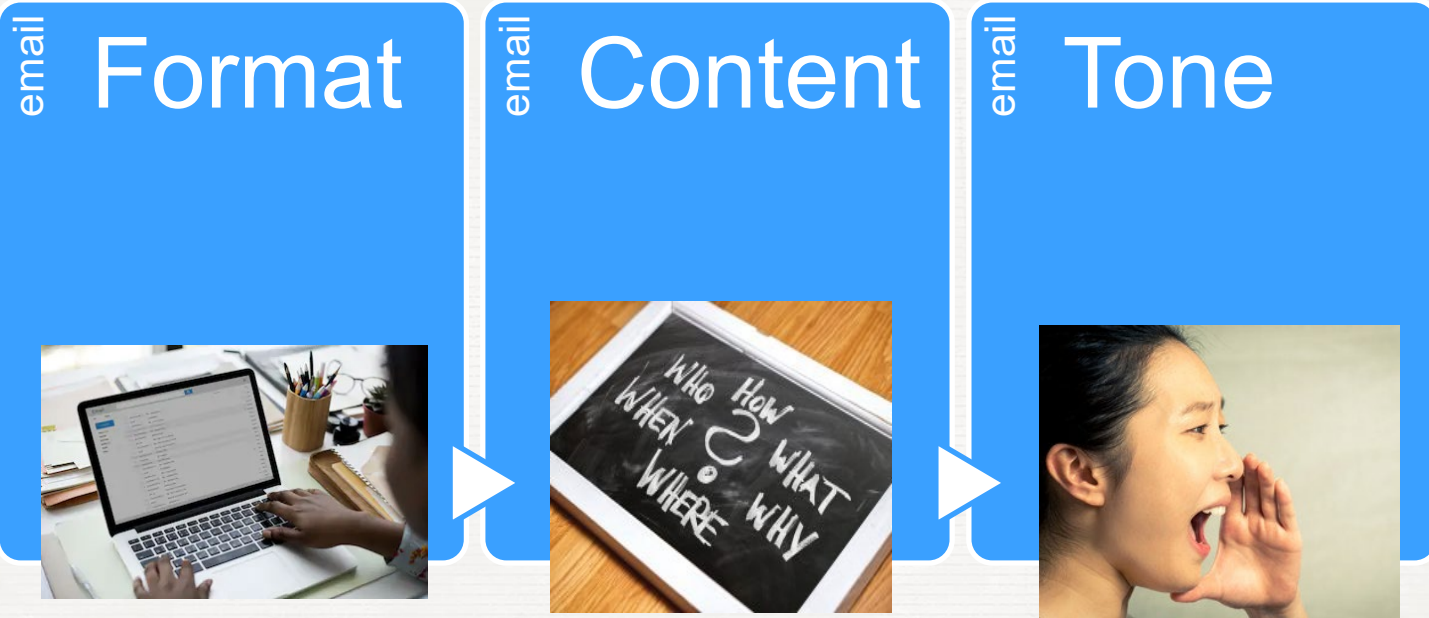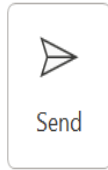Is it to inform / explain / persuade / apologise?

S
Strategy
(What is the best way to communicate the message?)

What is the best way to write the message for a more positive outcome?

To write an effective formal email, we have to consider

email **Format**

email **Content**

email **Tone**

To Paul DAVIDSON (TP) **1**

Subject Talent Accelerator Programme Meeting **2**

TAP- Email Writing Intro Alice.pptx 4 MB **3**

Dear Paul **4**

I am glad we are working together on the Talent Accelerator Programme.

Let's arrange to meet to have a discussion using the draft I have written as attached. Shall we meet on Thursday 31 March at 4pm via MSTeams?

Please let me know if the date and time work for you. I look forward to working with you. **5**

Regards **6**
Alice
Alice Ling
Senior Lecturer, Centre for Life Skills
School of Humanities & Social Sciences | Temasek Polytechnic **7**
Tel: (65) 6780 5671

1. **Opening**
2. **Subject Line**
3. **Attachment** *(if any)*
4. **Salutation**
5. **Email Message**
6. **Closing**
7. **Signature Block**

FORMAT
of an Email

Notes on the Format of an Email

Useful

1. **Opening**

2. **Subject Line**

3. **Attachment** *(if any)*

4. **Salutation**

5. **Email Message**

6. **Closing**

7. **Signature Block**

1. Opening

- **Cc or Bcc:** (only cc people who need the info)

2. Subject Line

- Be specific but concise so the reader knows what to expect in the content
- Avoid general subject lines, e.g. 'Important', 'Work'
- Do not write full sentences as the subject line

4. Salutation

- **'Dear' or 'Hi'** First name or honorifics (Mr, Ms) + last name

5. Email Message

- Include intro, details, call for action
- Use formal & polite tone

6. Closing

- **'With regards', 'Regards', 'Yours sincerely', 'Best wishes'.**

3-part structure of an e-mail

Useful

1. Intro 2. Reasons 3. Conclude

1: Introduction
- Include a **buffer statement.**
- Give a background to the problem or situation.

2: Reasons for Email
- Reason(s) for writing the email.
- Share concerns and details.

3: Conclusion
- State action required.
- Thank the reader.

Some examples of "buffer statements"
***(inserted at the beginning of an email
to cushion the impact or reduce the severity of the message)***

✗ "Thank you for your email".

✗ "How have you been? Have not heard from you for a long time."

✗ "Thanks for your prompt response".

✗ "Appreciate your email".

✗ "Thank you for your response".

APPROPRIATE TONE
in an email

Appropriate Tone in an Email

Useful

1. Be polite & professional

2. Use positive language

Examples: sincerely appreciate, greatly support, hope, understand

3. Avoid negative & emotional language

☒ You are unreasonable, disgusting. I am shocked …

☒ You claim …, You allege …, You maintain …

☒ I insist …, I demand …

☒ I cannot believe…

4. Do not use capital letters

It sounds like you are shouting

Example:

☒ HOW ARE YOU?

5. Do not CC or 'Reply All'

Unless the people in the list must receive the email/reply.

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Appropriate Tone in an Email

6. Match the length and level of formality of the email you received.

Never use a short response to a long email.

☒ Noted

☒ Got it.

7. Never use "URGENT" or "ASAP" in the Subject Line

It is rude and disrespectful, especially when you email your superior.

8. Be personal

Start your email by thanking the person for emailing you.

Strategies for Effective Emails

ꭗ**C**ourteous

ꭗ**C**lear

ꭗ**C**oncise

ꭗ**C**orrect

ꭗ**C**omplete