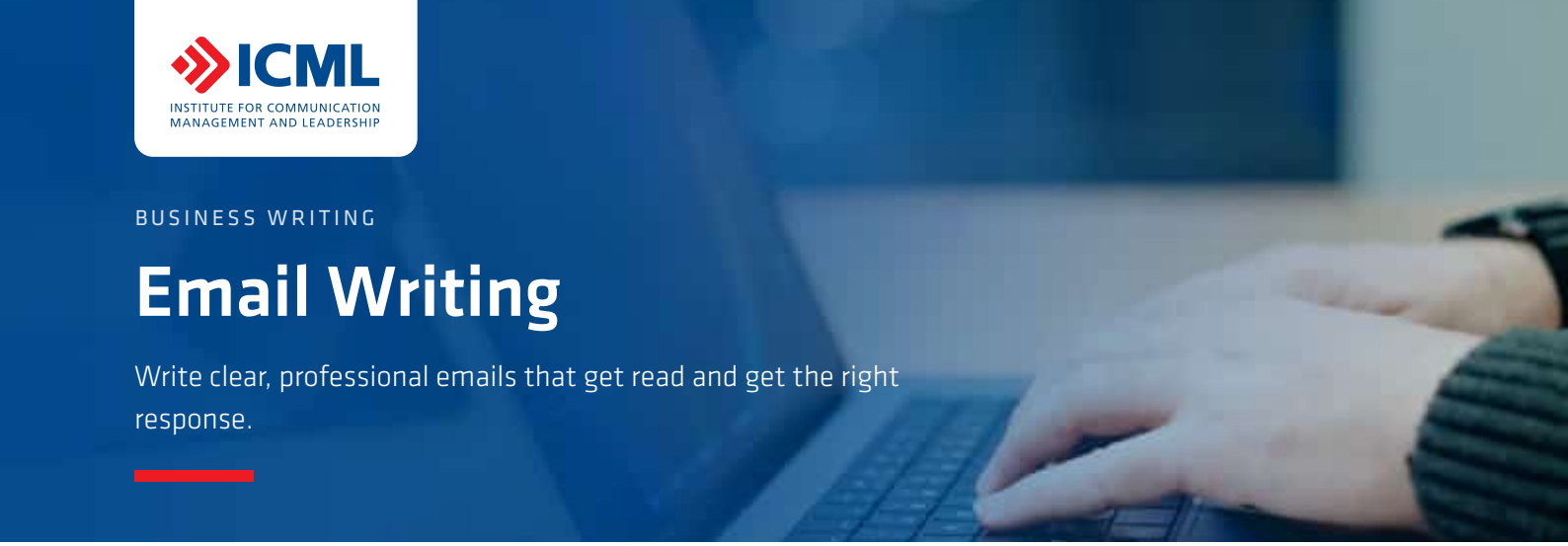
ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



BUSINESS WRITING

Email Writing

Write clear, professional emails that get read and get the right response.

WHO IT'S FOR

Professionals who write emails every day and want them to work harder.

DURATION

3 hours, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Write subject lines that get emails opened and read
- State the request or decision up front
- Keep emails short, structured and easy to scan
- Set the right tone for colleagues, clients and executives
- Manage long threads, replies and recipients well
- Proofread quickly before sending

ABOUT THIS PROGRAM

Our email writing training targets the messages that cost your team time: the long thread nobody reads to the end, the request that draws three replies asking what you meant, the quick answer that lands badly. Participants learn to write subject lines that get opened, lead with the ask, keep emails short and set the right tone for each reader. They rewrite real emails in the session, so better habits carry straight into the inbox.

Tailored to your organisation

We work with your real emails, templates and signature standards, so the techniques fit the way your people communicate.

Talk to us about this program

1300 655 098 · info@icml.com.au

Enquire online