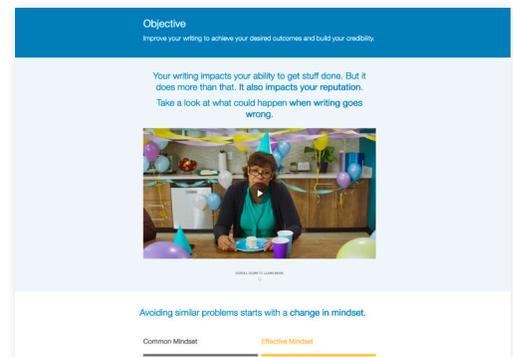


Writing for Results™



Getting Work Done Through Email

Every day workers across industries get work done through email. But many of us have never been taught how to make our email communication drive results. Whether writing to co-workers, managers, direct reports, or clients, we all need to write effectively to move our work ahead. Just as important, how we write shapes our reputation and how others perceive our ability to get things done. Poor writing may suggest a lack of care, ability, or even effort, while effective writing demonstrates credibility.



How to Write for Results

Writing emails that drive results is a skill anyone can learn and strengthen. FranklinCovey's 20-minute online module will help learners do so with the following principles:

- **Know Your Reader.** Use what you know about who your reader is and their circumstances to write to them in a way that will drive your desired outcome.
- **Know Your Purpose.** Clearly articulate what you need your reader to do, know, and feel in order to write with a clear and focused purpose.
- **Know Your Message.** Ensure your message is read by using a clear subject line and making sure the message is mistake-free.

CHALLENGE

- Some new workers and even established employees lack fundamental writing skills necessary to communicate effectively, resulting in lost productivity or credibility.
- There is less time than ever to devote to training, and attention spans are shorter than ever.
- Many individuals look for solutions to their challenges at the time of need.

SOLUTION

- Instead of focusing on grammar or business writing generally, this solution focuses on the principles that lead to effective email communication, the most common form of business writing.
- Learners can easily fit a 20-minute online module into any day and even come back to it as a refresher.
- Simple takeaway downloads highlight key principles to consider before writing important messages.

Suggested Uses

- Group this solution with *Understanding Business Fundamentals™*, *Leading Effective Meetings™*, and *The 6 Critical Practices for Leading a Team™* as an emerging-manager training solution.
- Include this solution as part of a new-employee onboarding.
- Use this solution as remedial training for employees with written-communication needs, regardless of their role.

Support Other FranklinCovey Programs

- *Presentation Advantage®*: Couple this with *Leading Effective Meetings™* and *Presentation Advantage®* for a communications suite.
- *Helping Clients Succeed®*: Improve salespeople's client communication by helping them build strong written-communication skills.
- *5 Choices to Extraordinary Productivity®*: "Ruling Your Technology" (Choice 4) and include being effective in email writing.



The FranklinCovey All Access Pass® allows you to expand your reach, achieve your business objectives, and sustainably impact performance. It provides access to a vast library of FranklinCovey content, including assessments, training courses, tools, and resources available live, live-online, and On Demand. For more information, contact your FranklinCovey client partner or call 888-868-1776.