



## How to write effectively in online business interactions - 2 h

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### Context

Fast massive online migration has been done before, without much time to think about effective communication systems (those who did not have them) and without time to sharpen their communication skills in writing. All of these bring up somewhat overlooked problems so far, because they were relatively slightly offset by the physical presence of the caller close to you.

It's just an acceleration of the inevitable: it happened to me 4 years ago when I joined a multinational team that was meeting or communicating from more than 6 countries and two continents. Writing messages, however, was no longer an option, because the things that annoyed me, certainly annoyed them too: the long and meaningless messages, the requested actions they did not tell us or that were hid well under a sliver of useless words, many assumptions related to tone, kindness, intentions and desires.

All with negative effect on the performance of the team and on the quality of the group climate.

How do we write "well" in business messages? And what does "good" actually mean?

### Learning Objective:

- To learn and practice some key instructions and tricks to be effective in writing business communication: writing clear, concise and readable emails, organizing and presenting your ideas in writing, etc.

### Among the topics presented:

- Ø How we write purposefully and how we effectively set goals for a written message;
- Ø Place yourself in the recipient's skin: who do I write to, what do I want from him, what does he already know about this subject?
- Ø Basic rules for a well written message;
- Ø How do I avoid the subjectivity of understanding by clarity;
- Ø Words, sentences and phrases that facilitate their business communication in writing.