

30 SECONDS

You have only 30 seconds to get your point across.

FASTER RESPONSE

Well-written email ensures a faster, more accurate response from recipients.

LESS REWORK

Well-written email results in less ambiguity, fewer rewrites, and reduced volume.

BETTER RELATIONSHIPS

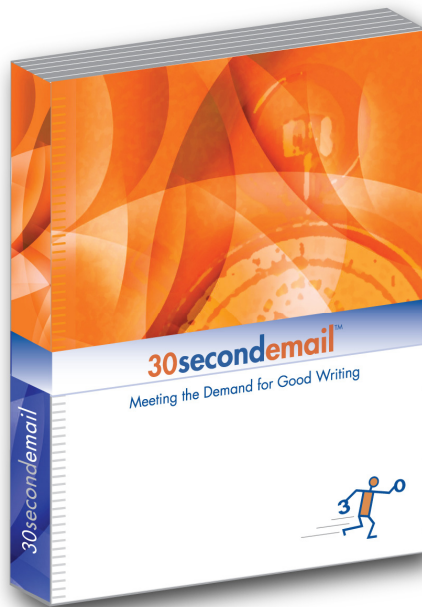
Well-written email builds trust and strengthens workplace relationships which enhances collaboration and moves projects along.

BOTTOM-LINE RESULTS

No longer a soft skill . . . organizations that communicate effectively at all levels drive business results and outperform other organizations financially.

30-Second Email Interactive e-Learning workshop

Busy readers want a complete message in 30 seconds or less. Now you can give it to them.



- Daily email volume is now at 210 billion messages a day worldwide and expected to reach 419 billion messages a day by 2012.
- More than 70% of email messages FAIL to communicate a complete and accurate message, resulting in a chain reaction of needless follow-up communication.
- Given its impersonal nature, email is often the channel for rumors, misunderstandings or offensive content resulting in potential liability concerns for employers.
- A company with 100 employees may lose 15,000 hours a year or more due to the high volume of ineffective email communication.

Welcome to the 30-Second Email—a reliable e-learning solution to help all employees throughout your organization meet the demand for good writing. **The 30-Second Email** is easily integrated into your intranet or SCORM compatible learning management system. This easy-to-navigate module takes 30 minutes to complete and includes additional writing and email etiquette resources to ensure a full range of skill application. Follow-up surveys measure behavior change and business results.

Fast. Easy. Online.
For more information visit

www.30secondemail.com

“With the increase in electronic and global communication comes an avalanche of incoherent email that is clogging corporate computers, many of which are not read or require clarification, resulting in a stagnant swamp of inaction and confusion.”

Respondent from 2008 communication survey.

