

**Marine Technology Society**  
**Effective E-mail and Ethics Training**  
**September 24, 2009**

**Agenda/Course Outline**

*Facilitated by Peggy Krohn of Shea Writing and Training Solutions*

**I. Introduction**

- a. Audience Assessment
- b. Introduction to effective e-mail

**II. Discussion of Value Chain: 4 Steps of Writing Effective E-mail**

- a. Step One: Receive E-mail
  - Managing your e-mail
- b. Step Two: Read E-mail
  - What is your reaction to the e-mail?
  - When to reply by e-mail
  - CATS
- c. Step Three: Respond or Initiate
  - Anticipate the reader's response
  - Importance
  - Recipients
  - E-mail style
- d. Step 4: Send
  - Proofread
  - Attachments
  - Options
  - H.A.L.T.

**III. E-mail Pet Peeves Activity**

**IV. Discussion of Ethics in E-mail**

- a. Ethical Reasoning
- b. Legal Considerations
  - Company e-mail policies
  - E-mail Retention
- c. Unethical e-mail behaviors

**V. Conclusion**