

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