



Brownlee & Associates, S.L.
Paseo de los Olivos, 20, 1ºB,
Madrid, 28011, España.
Tel: (34) 91-526-2505
Web: www.brownlee-associates.com
Correo electrónico: brownleeassociates@gmail.com

Effective Communication Via Email

Student-centred objectives:

At the end of the course the trainees will be able to:

- Identify the preferred thinking / communication style of the writer.
- Fill in the lack of paralinguistic and non verbal information.
- Adapt their message so that it is understood in the manner that they want.
- Avoid “misunderstandings” caused by this form of communication.
- Use these skills in negotiations, complaints, etc.
- Structure the message using a simple, clear, logical and understandable form.
- Reduce the number of emails used to clarify information.
- Reduce the quantity of “Spam” caused by their own emails.

Target group:

Anyone who needs to improve their communication using email.

Content:

- Principal problems of emails.
- Communication channels.
- Neuro Linguistic Programming.
- Representation Systems.
- Principal characteristics of each system.
- Changes in communication styles: XX century Vs XXI century.
- Lineal vs Global Processing.
- The application of Representation systems to communication via email.
- Language.
- Special characteristics found in email communication.
- Psychological techniques to influence the reader.
- Practical exercises: Analysing real emails and how to respond.
- How to structure your message: S.C.R.A.P.
- General advice about emails.

Duration:

1 day (9 hours).

NOTE: The content of this course is focussed on the application of the psychology of communication and applied Neuro Linguistic Programming. It is NOT a computer course