Sample
Course Content Organizer

This document was created to serve as a space for the Subject Matter Expert(s) (SMEs) to place and link their raw content and materials to be placed within the course. This also serves as a collaborative workspace for SMEs to write quizzes, scripts, and scenarios to be included into the training.

This document has been broken down into sections and tables that correspond with how the course will be built in the Articulate Storyline file. Each Lesson has tables for a given Slide or Sub-Topic within that lesson. Content Details covers anything that you want shown on the slides as well as what you want in the voice-over recordings per slide/section.

You do not need to work on courses in a linear fashion - if you want to work on only portions of a lesson based on your work-flow we can adjust to match your preferred flow. Fill out and/or revise the content within the tables to the best of your ability and always feel welcome to ask for assistance and guidance. Use the comment feature to ask for specific assistance on a given sub-topic or lesson.

Course Objectives

The purpose of this course is to…

[There are no course wide objectives for this sample as the sample only covers a singular lesson.]

Lesson 1. Introduction

Slide 1.1 Intro Video

Slide Layer	Content Details
1	Intro video of logo w/ music

Slide 1.2 Introduction

Slide Layer	Content Details
1	While the mode of communication has evolved, the principles of effective correspondence remain timeless.

Today, we embark on a journey to refine our email skills.

From understanding the significance of a professional email tone to diving deep into its essential elements, mastering email etiquette, and sidestepping common pitfalls – we'll explore it all.

By the end of this session, you'll not only be equipped to send impactful messages but also to leave a lasting impression, fostering trust and collaboration in your professional network.

So, let's dive in and elevate our email game together! |

Slide 1.3 Learning Objectives

Slide Layer	Content Details
1	Lesson Objectives

After completing this lesson, learner's will be able to:
● Understand the importance of professional emails
● Identify the elements of a professional email
● Identify and avoid common email mistakes
● Construct emails with clear, concise, and respectful language |

Slide 1.4 Why Professional Emails Matter

Slide Layer	Content Details
1	Why Professional Emails Matter

Consider this: In our interconnected, digital age, emails act as the primary tool for professional communication.

Every second, tens of thousands of emails crisscross the digital realm. |
| 2 | On one hand, we have the power tool - an email that's clear, concise, and unmistakably professional.

On the other, we have a ticking time-bomb – an email laden with errors, lacking clarity, and oozing unprofessionalism. |

| | Just as we dress appropriately for an important meetings, our emails must wear their own suit and tie.

First impressions matter.

And often, that first impression is crafted not in-person, but in the digital words we send out. |
| --- | --- |
| 3 | In essence, every email you send professionally acts as a digital handshake, introducing or reaffirming your commitment, knowledge, and credibility. Crafting it with care is not just an option, it's a professional obligation. So, as we delve deeper into mastering the art of professional emails, always keep this in mind: every email matters.
Let's ensure each one leaves a positive, lasting impression. |

Slide 1.5 Knowledge Check 1

Question #	Question	Responses (*Correct Answer)
1	Which statement best captures the significance of professional emails in the corporate world?	Emails are a useful backup when face-to-face meetings aren't possible.

Emails are primarily for informal communication between colleagues.

Professional emails serve as a digital handshake, representing one's commitment, knowledge, and credibility.*

The content of an email is less important than its frequency. |

Slide 1.6 Elements of an Email

Slide Layer	Content Details
1	Crafting a professional email goes beyond just conveying a message. Like constructing a house, every part plays a pivotal role.

Let's break down the essential elements of a professional email.

Hover over and select the different parts elements of this email to learn more. |
| 2 | Starting at the very top, we have the Subject Line.

Think of this as your email's headline. It needs to be clear and concise, immediately informing the recipient of the email's main topic or purpose. |
| 3 | Next, we have the Salutation.

Addressing the recipient properly sets the tone. Whether it's 'Dear Dr. Smith' or 'Hello Alex,' it's essential to be respectful and appropriate. |

4	The heart of your email is the Body.
	This is where you convey your primary message.
	Remember to be direct and to the point, while also ensuring your content is organized and easily digestible.
5	Concluding our email, we have the Closing and Signature.
	Your closing, be it 'Regards,' 'Thank you,' or any other appropriate sign-off, adds a touch of formality.
	Following that, your signature, often including your name and professional details, provides the recipient with context about who you are and how they can further contact you.

Slide 1.7 Knowledge Check 2

Question #	Question	Answer
2	Select the email elements below and place them in the correct order by dragging and dropping the elements onto the blank email.	Subject: Project Updates
		Good Afternoon Kimberly,
		I was emailing you to ask if you were able to make any progress on your project this week. If you have please let me know as soon as possible.
		Respectfully, Barbara

Slide 1.8 Writing Professional Emails

Slide Layer	Content Details
1	Writing Professional Emails
	Crafting the perfect professional email is much like sculpting – starting with a raw material and refining it until it becomes a work of art.
	Let's dive into the techniques that elevate an email from 'just another message' to a 'professional correspondence.
	At its core, the art of email writing hinges on three key principles: Tone, Clarity, and Purpose.
	Select each of the three principles below to learn more.
2	The tone is the underlying emotion or attitude expressed in your words. In professional emails, it's crucial to strike a balance – being neither too formal that you seem robotic nor too casual that you come across as unprofessional.

	Always consider the recipient and the purpose when setting your tone.
3	[Insert sample video 1 script with scene descriptions]
4	Ever received an email where you're left scratching your head, wondering what the sender intended? We all have. Clarity ensures that your message is understood as intended. Be direct. Be concise. And always proofread.
5	[Insert sample video 2 script with scene descriptions]
6	Every email should have a clear intention. Are you informing? Requesting? Or perhaps, persuading? By defining your email's purpose from the outset, you ensure that every sentence, every word, drives towards that goal.
7	[Insert sample video 3 script with scene descriptions]

Slide 1.9 Knowledge Check 3

Question #		
3	Let's practice reading and identifying the various elements of a professional email. Select the email message below to read the message and then answer some open-ended questions. [Insert Letter Text] Once your response is completed, click the 'submit' button.	Open-Ended Question Feedback: Tone: Not properly considered. Evidence:"I would assume that by now, given the nature of your role, you would have taken the initiative to set up our meeting." This statement is passive-aggressive."We need to discuss whatever it is you think is so crucial to our operations." This implies that the writer does not believe the matter is truly crucial, which may come across as dismissive. "I'm sure you can find some slot in your presumably busy calendar to fit this in." The term "presumably busy" can be interpreted as sarcastic. Clarity: Not properly considered. Evidence:"We need to discuss whatever it is you think is so crucial to our operations." The writer is vague about what the topic of the meeting is, and why it's important. The email does not specify the preferred method or platform for the meeting, nor does it give any suggestions or context about potential topics or preparatory materials. Purpose: Considered.

		The purpose, which is to schedule a meeting, is clear from the subject line and is reiterated in the body of the email.
		In summary, while the purpose of the email is clear, the tone and clarity are not properly considered, making the message potentially confusing and even offensive to the recipient.

Slide 1.10 Email Etiquette

Slide Layer	Content Details
1	Email Etiquette. How often do we appreciate a simple nod in a face-to-face conversation, signaling that we've been heard? In emails, a timely acknowledgment, even if brief, lets the sender know their message reached its destination and awaits action or response.
2	Promptness While not every email demands an instant reply, timely responses are a hallmark of professionalism. It shows respect for the sender's communication and helps keep the workflow unhindered.
3	Clarity & Brevity In a world swamped with information, your recipients will thank you for emails that are both clear and concise. Highlight main points, use bullet lists where possible, and avoid lengthy paragraphs that can be daunting.
4	Security & Discretion Always be cautious with the information you're sharing and the files you attach. It's not just about keeping company data safe; it's about upholding the trust people place in you every time they open your messages.

Slide 1.11 Knowledge Check 4

Question #		
4	[Insert Animated Scenario Video]	Promptness

	Based on this scenario, which of the following email etiquette was not followed?	Clarity & Brevity Security & Discretion

Slide 1.12 Common Email Mistakes and How to Avoid Them

Slide Layer	Content Details
1	We all strive for excellence in our professional communications, yet it's surprisingly easy to fall into certain pitfalls, especially in our emails. Let's spotlight these common missteps so we can sidestep them in our future correspondences.
2	Overloading the Recipient Less is often more. Flooding someone's inbox with countless emails, especially when one concise message would suffice, can dilute the impact of your communication and even frustrate the recipient.
3	Over-Expressiveness Over-expressiveness. While enthusiasm is commendable, excessive use of caps, emojis, or exclamation marks can detract from your message's professionalism. Aim for balance.
4	Failure to Follow Up Sending an email doesn't end the conversation. If you've promised action or need further input, ensure timely follow-ups. An unattended mailbox can resemble an untended garden--things quickly get out of hand.

Slide 1.13 Knowledge Check 5

Question #		
4	Which email mistake involves sending numerous messages about the same topic in a short span?	Ambiguous Subject Lines Overloading the Recipient* Over-Expressiveness Failure to Follow Up

Slide 1.14 Recap

Slide Layer	Content Details
1	Why Professional Emails Matter: Highlighted the significance of tone, clarity, and purpose in professional emails. Elements of a Professional Email: Discussed vital components like proper subject lines, concise content, respectful tone, and relevant attachments/signatures. Email Etiquette: Outlined principles such as prompt acknowledgement, clarity, and secure communication. Common Email Mistakes to Avoid: Covered pitfalls like overloading recipients, ambiguous subjects, over-expressiveness, and neglecting follow-ups.