

Email Logic + 3

“ Email 作成時間を一通につき約 5 分短縮出来ました！また、香港、ニューヨーク、ロンドン、上海にいる同僚から、より迅速に返信が届くようになりました！



目的

迅速かつ効果的な Email 作成スキルの習得



対象者

グローバル環境で Email を使用する方 (新卒者から役員まで)



得られる成果

- 5 秒で理解される・・・明確な構造により数秒で要点がわかる
- 50%の Email 作成時間短縮・・・7 種類の Email タイプのフローチャートを使用
- 適切なトーンの使用・・・強すぎるトーンは協力を遠ざげ、弱すぎるトーンは遅延をもたらす
- 適切なフレーズ選び・・・グローバルビジネスで実際に使われるフレーズの使用
- 早いレスポンス・・・返信が遅い、または返信を返さない相手からの早いレスポンス
- わかりやすいレイアウト・・・一目で Email の趣旨が伝わる



内容

・ 7 種類の Email タイプ

- 01 Requests (依頼)
- 02 Information (情報共有)
- 03 Rejections (断り)
- 04 Problems (問題解決)
- 05 Apologies (謝罪)
- 06 Goodwill (親善 & 感謝)
- 07 Persuasion (説得)

・ 5 つの成功要素

ロジック、フレーズ、トーン、レイアウト、言語

・ 29 の鍵となる技術

ピラミッドロジックを用いる、件名は簡潔に、など

・ 3 つの応用

チャット、電話、対面対話



テキスト例

requests
triple it ... convert email into messages, discussions & phone calls

email

Subject: Johnson Report Request

Nancy,

Regarding the Johnson account report, would you be able to complete it by Friday 5 p.m. Tokyo time, as she intends to do so on Saturday? I have to stay in New York until Saturday to find everything you need in the file in my bottom left-hand drawer.

If you could complete this for me, it would really help me out. It must be completed by Friday 5 p.m. Tokyo time, as she intends to do so on Saturday. Please email your confirmation.

Contact me here at any time if you have any questions. Thanks very much for your assistance. See you next week.

Regards,
Jim

Requesting a co-worker's assistance

message

Can you finish up the Johnson Report by Friday 5pm as I'm stuck in NY?

It's in my bottom left-hand drawer.

discussion

H Nancy,
Hey Jim, How's New York?
It's great, but later, regarding the Johnson account report ...
Would you be able to complete it for me?
Why's that?
Some budget problems have come up and I have to stay in New York until Saturday.
Everything you need is in the file in my bottom left-hand drawer. It'll take about an hour.
I'm sure I can do it for you.
I would really help me out. The regional manager needs it by Friday 5 p.m. Tokyo time.
Of course, you can contact me here any time on this great new videoconferencing system.
I'm sure I'll be there.
Thanks very much, and I'll see you next week.
Enjoy the rest of your trip.

communication

Everything you need is in the file in my bottom left-hand drawer. It'll take about an hour.
I'm sure I can do it for you.
I would really help me out. The regional manager's expecting it by Friday 5 p.m. Tokyo time.
You're sure you can do this?
Yes, no problem.
Of course, you can contact me here at any time if you have any questions. Thanks very much and I'll see you next week.
Enjoy the rest of your trip.

