E-Mailing across the Globe

Workshop in English

Objectives

To correspond more effectively with people around the world – thereby fostering cooperation and rendering international projects more successful.

The "Making of" of this Workshop

Originally developed for Airbus in 2008, this workshop needed to address two challenges:

1) Participants vary in their English proficiency (just like international business partners). The aim was to help every participant take their international correspondence to the next level, no matter if "novice" or "ninja".

2) Multinational business contexts require a sense for ALL various business cultures in the room, i. e. we need to be aware of how we do and understand things differently – and know how to bridge the gap.

Since then, this workshop has been running and running, helping people to work in global networks, complementing bi-cultural trainings – or substituting them, if there isn't ONE defined host culture, but many all over the world.

What We Will Do

You can bring your own project or correspondence for a friendly critique or rewrite, OR choose to work with our case samples on:

Standards in international English correspondence – mastering levels of style and avoiding common mistakes.

Universally understood fundamentals – employing more visuals and less text will make your E-mails more attractive and less error prone.

Flexible Strategies – we will discover important cultural differences regarding concepts, behavior and attribution of meaning – and ways of managing them successfully.

Seven Checks before pressing SEND – so that every mail will turn into an effective, comprehensible and friendly message.

This Workshop is for You, if …

… you are increasingly required to correspond is in English.

… you interact with partners all over the world.

… you would like to assess or brush up your English skills.

… you want your communication with international partners to lead to better results.

For …

everyone who writes more than 3 mails in English a day.

6-12

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Questions? Request a Proposal?   +49 40 38023060   jaeger@schreibschwung.de

Special Interest | E-Mails across the Globe