

# The DIRTY DOZEN RULES

of Email Etiquette



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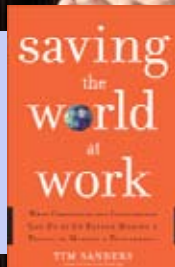
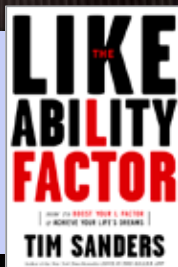
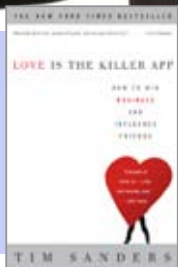
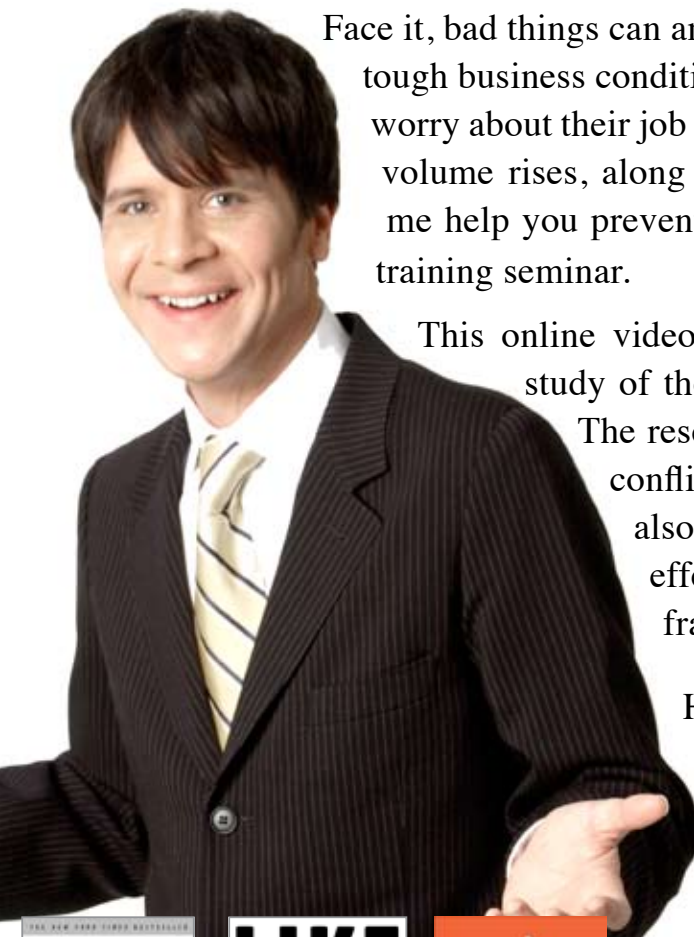
- One hour training webinar
- Includes online testing of material
- Detailed backend reporting for HR Managers
- Certification for successful participants

Face it, bad things can and do happen over email. This is especially true during tough business conditions, as tensions mount as knowledge workers begin to worry about their job security. Research shows that during these times, email volume rises, along with conflicts, misunderstandings and job stress. Let me help you prevent unnecessary conflicts with my easy to follow online training seminar.

This online video program is based on a Deeper Media/Pitney Bowes study of thousands of professional email users in North America. The research determined that email is one of the top drivers of conflict and job frustration (second only to change). The study also produced insight on how email usage could be more effective and less annoying. These insights provide the framework for The Dirty Dozen Rules of Email Etiquette

Here's the promise: In less than one hour, your employees can learn how to avoid the pitfalls of email, and boost their productivity at the same time.

**Tim Sanders, CEO Deeper Media**



Tim Sanders, host of The Dirty Dozen Rules of Email Etiquette, is a best selling author of three books: Love Is the Killer App, The Likeability Factor and Saving The World At Work. He was the Chief Solutions Officer at Yahoo! and has been featured on The Today Show, Big Idea with Donny Deutsche and NPR as well as appearing in Fast Company, Time Magazine, Forbes Small Business, The New York Times and the Wall Street Journal.

## If you offer one webinar in this year, you should consider The Dirty Dozen Rules Of Email Etiquette.

### Program Elements:

- ▶ **Video Program:** The program is offered online via broadband video, either hosted by Deeper Media Inc. or your company's intranet. The video program is organized into twelve rules and has a total running time of 42 minutes.
- ▶ **Email Etiquette Certification Exam:** After program participants view the video, they will be directed to a twenty question exam. If the participant achieves a passing score, they will receive a digital certificate of completion.
- ▶ **Backend Reporting:** Thirty days after the program is launched, Deeper Media will prepare a report based on the exam results for all attendees. The report will contain pass/fail information, along with group wide email trend analysis.

### Program Benefits:

- ▶ **Productivity:** Improper email use wastes everybody's time. Unnecessary emails clog up in-boxes and never ending email threads bog workers down to a halt. This program will dramatically reduce the number of emails sent inside your company including: Bad forwards, reply-to-all, internal spam and irrelevant carbon copies.
- ▶ **Risk Management:** Poor email etiquette can lead to conflict and misunderstanding. The risks to your company range from broken relationships to lawsuits. This program will give participants a new way to see email that will increase phone and face-to-face interaction, which will reduce misunderstanding and hard feelings.

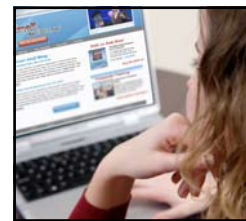
“ The Dirty Dozen Rules of Email Etiquette is the most successful training program we have ever released to our sales force! With timely reminders and acute examples, the program is short, to the point and it inspired us to change bad email and communication habits that rob our team of precious time and resources. We have never received as much voluntary praise for a sales program as we have for this masterpiece.

**Dan Veitkus**

*Global Vice President, Field Operations, Novell, Inc.*

To see a sample of this program <<click here>>

#### Testing



#### Certification



#### Reporting



#### Results



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