

Design Document- *Writing a Professional Email*

Ashley Grant

<i>Business Purpose</i>	Distribution Direct provides outsourced distribution, warehousing, fulfillment & project management services to eCommerce & enterprise businesses worldwide. Distribution Direct relies heavily on communicating with customers via phone and email, providing answers to customers and sales force inquiries. Professional email communication is a fundamental tool for clear and organized information exchange, and it plays a crucial role in building strong business relationships, ensuring effective collaboration, and achieving overall success in the workplace. When training current and new hires, Distribution Direct has struggled to provide a professional experience for customers via email, thus resulting in loss of revenue and incorrect orders and shipments. The goal would be to eliminate instances of customer complaints due to unprofessional or incomplete emails sent by employees.
<i>Target Audience</i>	All current and future employees of the company
<i>Training Time</i>	30 minutes
<i>Training Recommendation</i>	<ul style="list-style-type: none">• e-Learning course (Recommended to ensure training consistency and standardization throughout Distribution Direct)• The course will include the use of avatars to provide tips and assistance throughout• Provide Job Aid for ongoing reinforcement– summary of writing professional emails in the workplace with guidelines and tips• Final Evaluation
<i>Deliverables</i>	1 storyboard outlining the Sending Professional Emails training course 1 e-Learning course <ul style="list-style-type: none">• Developed in Articulate Storyline• Includes voice-over narration• Includes two virtual human avatars• Final assessment
<i>Learning Objectives</i>	By the end of this course you will be able to... <ul style="list-style-type: none">• Tell the uses of sending professional emails• Identify the components of a professional email• Identify the components of an email signature• Tell the benefits of a professional email

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Training Outline

Introduction

- Welcome
- Navigation
- Learning Objectives
- Introduction of avatars that will guide learners through the course
- Initial Scenario
 - Employee asks for help sending a professional email. Manager enters to offer help

Professional Emails

- Professional Emails Defined
 - Importance and benefits of professional email
 - Creates a Positive Impression
 - Ensures Effective Communication
 - Builds Credibility and Trust
- The Subject Line
 - Clear and Concise
 - Include Order Number if applicable
 - Knowledge Check & Feedback
- The Greeting
 - Polite & Respectful
 - Address the recipient by name
 - Formal
- The Message
 - Communication- appropriate, polite and professional language
 - Organization- logical manner with necessary details (order number, dates, etc.)
 - Closing- Provide examples (Sincerely, Best Regards, Thank You)
 - Example- Provide a sample email that fosters clear and respectful communication in the workplace
- Closing and Email Signature
 - Requirements Include
 - Professional Photo
 - Full Name
 - Job Title
 - Company Name
 - Company Contact Information
 - Knowledge Check and Feedback

Assessment

Summary

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<i>Assessment Plan</i>	<ul style="list-style-type: none">• 80% passing on e-learning module assessment of sending professional emails via 5 questions including multiple choice, true/false, and matching.• Each question requires the learner to demonstrate knowledge of the learning objectives
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