

We've started an email revolution



When are you going to join us?

So why should you join the revolution?

Because in its revolutionary 60-minute session Expert Messaging can:

- **Save time** for you
- **Save money** for the organisation
- **Reduce stress** for everyone

Why do we need a revolution?

Email, messaging and texting are all fantastic, but...

Have you ever...

- Felt out of control or stressed by emails?
- Received too many "Reply to all" emails?
- Received an email when a telephone call would be better?

Do you....

- Get copied in on emails you don't need?
- Dread logging on after your holiday?
- Compulsively check your email first thing every morning?

If you answered 'yes' to two or more of these questions then you are experiencing the problems messaging can bring.

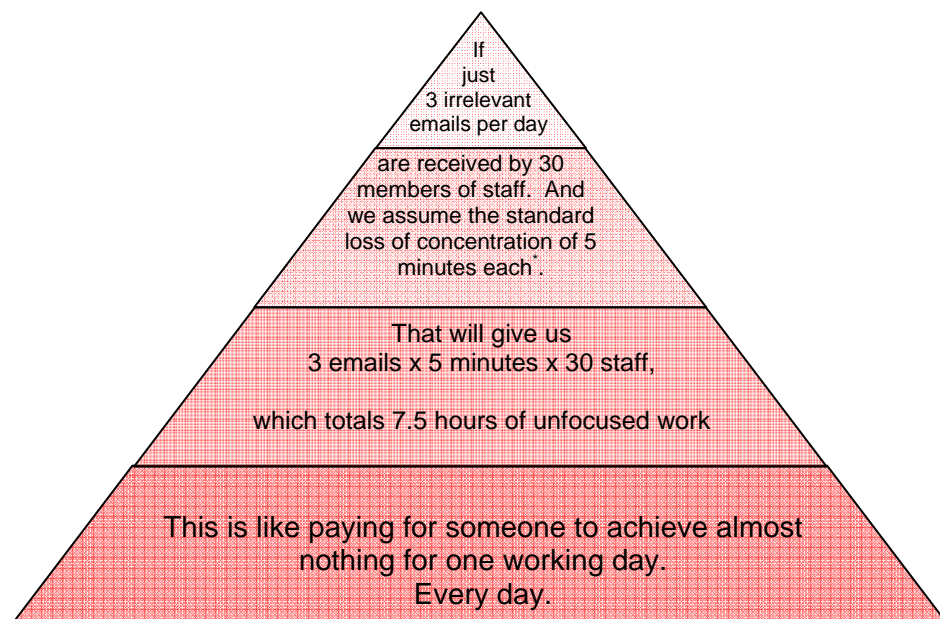
Each problem can seem small, but when multiplied across the organisation, they add up to an alarming amount of **wasted time** and **stress** caused by email misuse.

Proof

Small individual issues...

can soon build up to...

massive company problems.



Wouldn't you like it to be different?

Your opportunity to start a revolution

Imagine:

- All your emails are useful;
- They are all easy to understand and simple to prioritise;
- You have a “lean” inbox where it is obvious what needs to be done with each message;
- Everyone sends email to the same standards – across the whole organisation.

And how would it be to revolutionise your **whole organisation’s** messaging culture in **just 60 minutes**?

Become an email exemplar

Expert Messaging’s highly practical and entertaining 60-minute core-module can transform the email culture across any organisation. People learn what it takes to write *exemplary* emails as well as the top techniques to manage the medium. In short, how to become the example others follow.

Results you can expect

Because we measure our results, we know typical users can expect:

- Save over 40 minutes every day
- Have 28.5% more space in the inbox
- Cut unnecessary copying by 36.6%
- 64% feel less controlled by email
- 78% talk more instead of emailing
- 98% recommend the session

For more detail, please ask for our latest analysis of results.

What people say

“I would strongly recommend this course to others in order to put some perspective on what email is really for.”

Manager, Bank of America

“One of our next sessions will be for a whole Directorate Conference – such is the confidence of the Executive Director in the underlying message and good practice.”

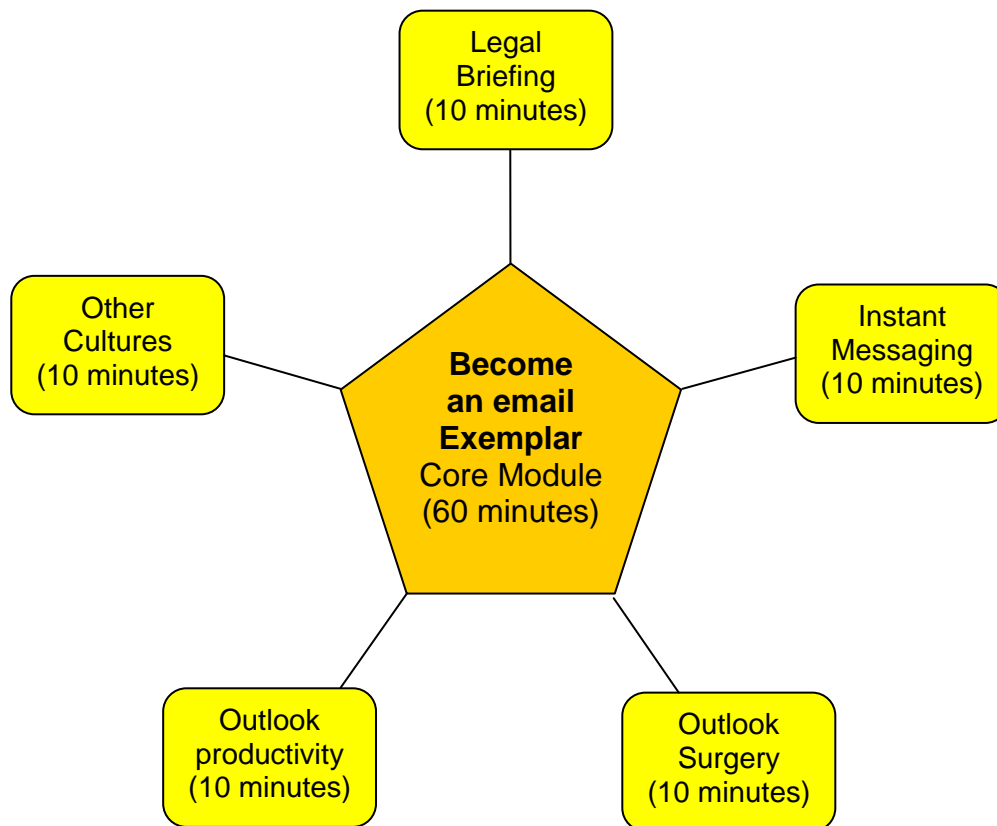
Learning & Development Director, Southampton City Council

“... provides excellent, practical and simple advice which has been easy to implement within our business. Already my inbox is much easier to control and the volume of email overall has decreased.”

Chief Operating Officer, Business Link

Tailored to fit your circumstances

Choose either the stand-alone 60-minute core module – or combine it with one or more of the add-on modules.



The Core Module (60 minutes)

This is designed for an easy, organisation-wide roll-out. It is an upbeat, fun experience and short enough for everyone to attend. It is designed to encourage people to pass on good practice so the revolution spreads.

It addresses all these problems and more:

- Too much time wasted
- unclear messages
- “passing the buck” by email
- emails that are hard to prioritise
- stress
- people not talking
- overflowing inbox
- useful messages lost in the junk

When these strategies are standardised across your organisation, the better for everyone, and the more consistent your public image will be.

Add-on modules (10 minutes each)

- Legal Briefing Messaging and the law – avoid the pitfalls
- Other cultures Including differences in gender, age and language
- Instant Messaging Addresses the growing problem of I.M.
- Outlook Productivity Tools & tricks to use Outlook more to its potential
- Outlook Surgery Answering your individual Outlook quandaries

Logistics for culture change

The training is designed to be rolled out easily across organisations: it lasts just 60 minutes for the core module – and any group size can be catered for. It is therefore possible to **change your whole organisation's** messaging culture in **just one hour**.

The sessions include lively presentation, discussion, practical scenarios and opportunities for questions and answers. They are designed so people encourage best practice from others – and the revolution spreads.

Delegates do *not* need access to their PCs. The only requirements are a PC projector, a group of delegates, sufficient chairs and a large enough room.

All delegates receive reference materials including notes on the session content, exercises and an action-plan. Initial and follow-up surveys measure and provide a record of the success of the session.

Fees

The fee structure makes it easy to implement a programme of any size.

There are three rates:

1. **Standard rate** from £22 per head, if 4 sessions booked per day
This is good for up to 500 people with around 30 people per session.
2. At **conference rate** for 120 people or more, extra delegates can be added at £12 per head.
This is useful for a large single event – and is highly suitable for a slot at a conference.
3. **Bulk rate** is a flat rate of £18 per head
This applies if the programme is rolled out to 500 or more people and is the most flexible delivery option for an extended programme for over 500 people.

Please ask for the separate sheet for more detail and fees for add-on modules.

Licensing

This option enables you to have your own trainers trained up to deliver the Expert Messaging 60 minute master class. The programme takes a full day and up to four trainers can be coached at one time.

Delivery under licence is from around £12.65 per head for an organisation of 1,000 people. Please ask for details.

Expertise



Bob Hallewell is an expert and entertaining international facilitator with an established reputation.

He has over twenty five years' experience of developing the communication skills of people in organisations.

For the last nine years he has specialised in changing email cultures in hundreds of organisations, for tens of thousands of people both in the UK and abroad including; USA, Bermuda, Saudi Arabia, Eire, Germany, Holland, Italy, Singapore, Scandinavia, Czech Republic and France (in French).

He is the leading facilitator of email culture change in the UK, possibly the world, and his work in this field has been recognised with two National Training Awards.

He founded Expert Messaging, whose mission is to start a revolution and transform how email is used in the workplace.

Bob's message is simple: email is an essential business tool which we rely on more and more; either we learn to manage it, or increasingly it will manage us.

Bob's work has benefited all sectors, including blue-chip multinationals, central and local government, charity, manufacturing, finance, education and health.

Some of Expert Messaging's recent clients include:

Age Concern	House of Fraser
Bank of America	Kent County Council
Bank of New York Mellon	London Borough of Croydon
Barnardos	London Borough of Wandsworth
Brighton & Hove City Council	Newstar Asset Management
Business Link	NSPCC
Cadbury	Red Cross
Canada Life	Save the Children
Capgemini	Scottish & Southern Energy
Deutsche Bank	Shelter
E.on UK	Shropshire County Council
HBOS	Southampton City Council
Hermes	XL Capital Ltd

What now?

If you want to break free of the tyranny of messaging and join the revolution, talk to us on +44 (0)20 7633 0050 or email revolution@expert-messaging.com

How quickly would you like the change?



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