

Design Document: Crafting Effective Intracompany Email for the Remote Worker- Rise 360 eLearning

<i>Business Purpose</i>	PRODESIGN Solutions is continually hiring remote contract workers for learning and development contracts. The company has been aware of <i>frequent complaints expressed by contract employees about the number of emails requiring attention during the workday</i>. Upon further investigation, the company has found two areas of concern related to the intracompany emails required for project management. The communication style of the employees is not proving to be efficient. Emails require multiple responses for clarification. The company would like to present strategies for more effective intracompany email communication. The company has targeted ways to improve readability as one focus of this training. The other focus is a response to support intracompany employee working relationships through email. This short eLearning course will be part of a series of short eLearning courses which will roll out daily during the first week of hire.
<i>Target Audience</i>	The company serves clients worldwide, and so their remote force is logistically and ethnically very diverse. The age demographics, however, is almost exclusively 27-42, the Millennial Generation. The company is focused on meeting the communication style, motivational needs, and work-life balance preferred by their Millennial remote contractors. Characteristics include flexibility, a balanced work-life balance, embracing challenge, hard work, and a preference for equal work relationships over a more traditional hierarchy. This means staff and supervisors need to feel approachable. Communicational tone is more conversational and less formal. Authenticity, trust, and transparency are strong values.
<i>Training Time</i>	Seat time: approximately 15 minutes
<i>Training Recommendation</i>	● For this design document, one eLearning course will be developed to be used in conjunction with a Learning Management System (LMS) for accountability. This training is one of a set of 20 to be pushed out daily during the first week of hire. ● Training module design, consistent throughout all topics, is to be determined. All courses will follow a set style once determined by a panel of stakeholders. ● All courses will be designed by the same learning consultant agency for consistency. ● Courses will be flexible for use over multiple technology modalities. (Cell phones, tablets, laptops)
<i>Deliverables</i>	● Design Document

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	• Rise 360 eLearning course (LMS, Web, and PDF formats)
<i>Learning Objectives</i>	By the end of this course, the learner will be able to complete a 5-question quiz with 80% or better accuracy assessing the learner's ability to: • Identify best practices for crafting intracompany email. • Match email features are used to improve readability. • Compare elements of writing style used to build working relationships.
<i>Training Outline</i>	eLearning Course: -Course introduction • general purpose of course -Welcome to PRODESIGN Solutions • logo • general information on company • target audience • 3 learning objectives ○ Identify best practices for crafting intracompany email. ○ Math email features are used to improve readability. ○ Compare elements of writing style used to build wo relationships. • Possible QUOTE -Message from the CEO (short video introduction) -Intracompany Email Communication: Best Practices • Two best practices ○ Using intracompany email to build relationships. ○ Improving the readability features of intracompany email • Scenario: ○ How can we improve the readability of our emails? ○ How can we use email to build relationships within the company? • Possible QUOTE • Knowledge Check: Choose two from a list – How do we support effective intracompany email communication? -ONE: Building Relationships • Possible QUOTE

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	• Present content: Building New Relationships with Your PRODESIGN Solutions Family ○ Use a conversational tone. ○ Personalize your emails. ○ Be authentic. Knowledge Check: 4-6 samples of action interactions for learner to identify as helping or not helping to build relationships. -TWO: Improving Readability • QUOTE • Define readability. • Visual appeal • Call To Action (CTA) • Knowledge Check: learner must match up features as either CTA or visual appeal. -Final quiz – intro, quiz • 5 questions to assess learning objective, unlimited attempts, must score 80% or higher, no feedback given. -Congratulations, summary, end course
<i>Assessment Plan</i>	-Brief Knowledge Checks in each lesson section will allow the learner to reflect on learning (2 attempts, feedback layers) -Final Quiz (5 questions to include a variety of question types, learner must score 80% or higher to pass, learner may take the quiz as many times as needed to pass)