



EXERCISE

Email Rewrite Exercise

Now that you have reworked the email, I hope you can see the value of stepping back to first principles.

If you had begun with the premise that you should rework what was there, your email may well have missed the point.

Flip over the page and see the solution we came up with during the session.

Cheers,

Davina

Desired outcome: As a result of this email, I want working group members to complete the pre-reading, so they are ready to contribute during next week's meeting.

Good afternoon working group members,

Context - Next week the FNQ Board will meet to select a set of initiatives to advance to the next phase of the Water Capability Project.

Trigger - I have some information to help you prepare.

Question - What information?

So what - I have attached a detailed report setting out our findings and offer some background for new members. Here is a brief history of the project:

1. ABC was engaged by the Alliance in September 2022 to help understand the on-the-ground capability challenges impacting the Alliances
2. The first two steps of the Project have been completed with support from ABC. The results from this work are attached.
3. This coming meeting will discuss the best initiatives for us to pursue in the coming phase.
4. Do let me know if you have any further questions.
Cheers,
Fred

Timely, topical and tight. Grabs attention.

Explains why you are communicating about the context right now.

Allows readers to choose whether they grab the attachment or read on.

Holds all the history back until the main message so those who are across the history are not derailed by the details.