Fundamentals of Business & Email Communication
Objectives

- Explain why communication styles are important in the workplace
- Identify your communication style preference
- Improve interactions with co-workers and team members based on communication style preferences
- Understand the fundamentals of basic business writing
- Understand and be able to apply e-mail communication best practices
Communication: What is it?
Communication Styles Influence…

- What You Hear
- What You Think
- What You Say
- How You Say It
Four Communication Styles
Which are you?

Systemizer

Associator

Innovator

Energizer
Speaking the Language of the Listener

1. Understand Your Own Style Preference
2. Learn the Listener’s Style Preference
3. If You Want to Fully Be Heard by the Listener, You Must Speak in *Their* Preferred Style
Style Characteristics

• What is **Important** to them?
• What is their **Time Sense**?
• What does their **Workspace** look like?
• What is their **Meeting Style**?
• What **Motivates** them?
• What is their **Problem Solving** mode?
What Questions Might Help You Identify Communication Style Preferences?
Questions to Help Determine Communication Styles

- Are they a planner?
- Do they often have multiple windows open on their computer?
- Do they like to hear the details or the “big picture”?
- Do they think to talk or talk to think?
- Do they prefer brainstorming or a formal meeting?
- Would they rather get there fast or methodically complete a task or project?
- What software do they prefer? Excel, PowerPoint?
How might this information help you communicate with a Systemizer?
Associator
...Friendly, Listener, Coach

What is Important?
Relationships, People

Time Sense?
Past

Workspace?
Photos, Awards, Welcoming

Meeting Style?
Informal, Inclusive,

Motivator?
Recognition, Company Events

Problem Solving?
Talk it through with others

How might this information help you communicate with an Associator?
Innovator

...Creative, Original, Inventive

What is Important? Ideas, Concepts, Big Picture

Time Sense? Future

Workspace? Books, Art, Multiple projects

Meeting Style? Unstructured, Brainstorming

Motivator? New, Global thinking, Overviews

Problem Solving? Explores different approaches

*How might this information help you communicate with an Innovator?*
Energizer

...Decisive, Assertive

What is Important? Action, Speed

Time Sense? Now

Workspace? Chaotic, Multiple Projects, Paper Stacks

Meeting Style? Rapid, Informal

Motivator? Keeping busy, Multi-tasking, Showing Progress

Problem Solving When? How fast? How much?

How might this information help you communicate with an Energizer?
What do you do if...

You are an Associator and your boss is a Systemizer? Energizer?

You are a Systemizer and your subordinate is an Associator?

You are an Innovator and your co-worker is an Energizer?

You are an Energizer and your boss is a Systemizer?
Effective Email Communication
Three Steps to Writing

1. Tell them what you are going to say
2. Say it
3. Tell them what you said
Short and Focused Paragraphs

• Keep it Short. Don’t add unrelated information.
• Use a strong topic sentence in each paragraph and make sure that every sentence contributes to the topic by explaining, illustrating or proving it completely.
• If a paragraph contains too many separate ideas, break it into a bulleted or numbered list.
• Split up a paragraph that is too long to be read comfortably, even if it is one logical unit.
Fundamentals of Writing Email

Choose Your Topic
- Have Something to Say
- Gain Interest
  - Explain the purpose or hook (entice the reader to read it)

Organize Your Thoughts
- No more than 3 main points

Consider Your Audience
- What do they know?
- Will they be resistant?
- What is their level of vocabulary?
- Use the proper tone
  - Positive Wording
  - Common Courtesy
- Show Humor?
Fundamentals for Writing Emails (continued)

Check for Precision and Clarity

Take time to revise
- Spell check, punctuation, grammar
- Factual accuracy
- Consistent formatting

Stick to the point
- Avoid the wall of words
- Two paragraphs
- Did it achieve its purpose?

“Rules for Writers” When words collide” Lauren Kessler and “Skillbrief: Revising Documents, Email Etiquette, Planning to Write, Document Structure, How to Compose an Effective Intra-office E-mail, How to Write High Impact E-mail Messages, When to Avoid using Email”, Optimizing Email at Work
How to Write Emails
“A Look Back”

Subject with Impact
- Change the subject line if replying and changing the subject

Introduction
- B.L.O.T.-Bottom Line On Top
  - Flood, Timothy, E., *MBA Fundamentals Business Writing*
- Brief statement of the key message and purpose

Body
- 2 paragraphs
- Group similar items together
  - Formatting (use bullets)

Conclusion
- Summary
- Restate key messages
- Request for action with response time

Auto-signature
- Last impression

*The Hamster Revolution-Mike Song*
Professional E-mail-Style Guidelines

- FYI is typically not necessary
- CC and BCC- Are they necessary?
- Keep to one subject per e-mail
- Use plain fonts (Arial, Times New Roman, Helvetica, Tahoma, etc.)
- Use bold, italics for emphasis—but use them sparingly
- Use double-spacing between paragraphs
- Minimize the use of emoticons (a.k.a. smileys) :-) and off-beat acronyms
Too Much Email?
“A Look Back”

Don’t add to the volume:
- Reply all (necessary?)
- Don’t reply to every email
- Send less, get less
- “NRN” (No reply needed)
- Avoid return receipt unless necessary

If you typically send and/or receive 30 emails per day, reducing email by 20% would mean a reduction of 7200 emails/year or 6 days.

- Mike Song “The Hamster Revolution”
Kaplan Best Practices - Email Survival

- BCC recipients can reply to the entire recipient list.
  - Watch for people who should not be on the distribution list.
- Forward with caution. Read the thread first.
  - Don’t forward confidential information to unauthorized recipients.
- Auto-Complete is not always your friend.
- Business information sent or received via personal email or IM could be discoverable
- Limit distribution of communication to only those who need to know.
- Email is forever. Consider making a phone call
When to Avoid Using Email?

- Confidential Information
- Emotionally charged, “bad” news or to resolve conflict
- When the message needs immediate attention
- When there is a need for interaction-brainstorming
  - 90% of perception of the messages comes from non-verbal cues.
  - Without tone and body language we rely 100% on perception.
Re: Next Time Report

Bob:

BE SURE TO SEND THE REPORT ON TIME NEXT TIME.

You have missed your deadline more than once. If this happens again, we will have to speak IN PERSON. You also got to make sure you follow the rules: the standard format, include exceptions, by first of month. Reports an important purpose in the company, so be sure to listen the next time we discuss it. I hope this doesn’t happen again. Tell me if ya have questions.

   Hope that all makes sense. THANKS!