Guest,

Welcome to:

Business Communication in Today’s Environment

Presented by
Lighthouse Consulting Services, LLC

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- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance
Most common written communication includes:

- Letter/Memo (Traditional/Structured)
- E-mail (Informal/Fast)
When to use what method

- Letter/Memo
- E-mail
Whether you send a letter, memo, or E-mail, the message should be

- Clear
- Appropriate – (Does not violate any policies)
- Professional
What we are seeing in today’s work environment:

- Letters and memos are poorly written (grammar and content)
- Memos are too casual
- E-mails are written like text messages with text abbreviations, shortcuts, and symbols i.e., U R, and happy faces
- Written communication (i.e., E-mails) is replacing phone calls and in person interaction
When sending a letter, make sure it follows business writing standards to include:

- A Salutation
- A body or contents that is not too lengthy and to the point
- Have an appropriate closing or follow up statement
- Signature and title
Memos are typically used internally for sending communication to others regarding:

- Policies or Procedures
- Announcements
- Employee matters
- Operation issues

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When sending a memo, consider using the a standard format:

- To:
- From:
- Date:
- Subject:
When sending E-mails, follow E-mail etiquette **do's and don'ts**

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Do's

- **Do** be careful what you write. E-mails are recoverable and discoverable. You are creating a paper trail.

- **Do** a spell check before sending
Do's

- **Do** keep messages brief and to the point.
- **Do** use blind copy (bcc) and courtesy copy (cc) appropriately.
Do's

- **Do** consolidate E-mails as much as possible.
- **Do** consider attachments, as appropriate, to avoid lengthy E-mails.
Don'ts

- Don't send an E-mail when you are angry.
- Don't cc people on E-mails who do not need to be included.
- Don't 'reply to all' if not appropriate.
Don'ts

- **Don't** reply (normally) if you are not the 'To' recipient (i.e., you were cc only).
- **Don't** tag every E-mail with a 'red flag' or mark as 'high importance.'
- **Don't** use ALL CAPITALS

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Don'ts

- **Don't** write an E-mail in **Red font** (unless you are trying to highlight or emphasize a point).
Think About How Your Written Communication Will Be Perceived By Others?

- Is it too lengthy
  - May not be read completely
  - Recipient may miss details

- Is your message clear
  - Get to point quickly
  - Bullet points may be helpful

- Is any action required
  - Summarize action or expectations
  - Provide dates or turnaround time

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Think About How Your Written Communication Will Be Perceived By Others?

- Above all, what is the tone of your message:
  - Harsh
  - Rude
  - Bold
  - ALL CAPITALS
  - !!!

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Written communication is a great tool in our businesses today; however, it should not replace the phone or in-person communication when appropriate.
Thank you for attending
Business Communication in Today’s Environment

Click Here to contact our Featured Guest directly.

Click on this link to sign up for our upcoming Open Line: 'Inboarding Sets Employees Up For Success'.

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