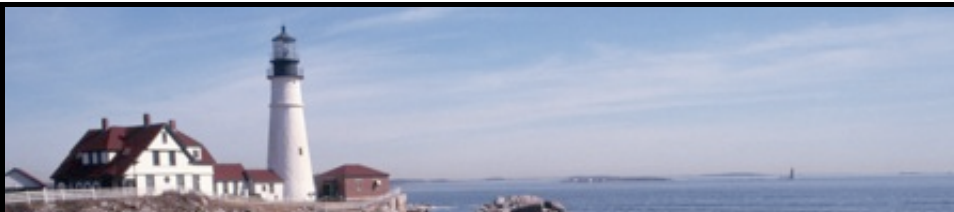




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**Guest,**

**Welcome to:**

## **Business Communication in Today's Environment**

Presented by  
Lighthouse Consulting Services, LLC

To print program slides, click here: 

**Featured Guest:**

Linda Harris  
President  
JorgensenHR

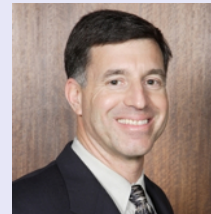
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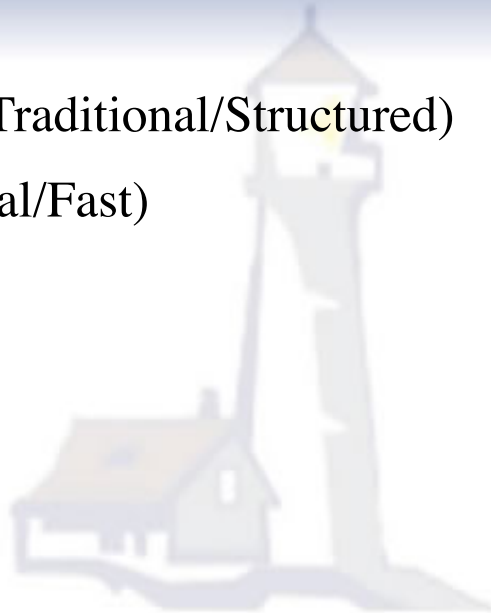


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## Most common written communication includes:

- Letter/Memo (Traditional/Structured)
- E-mail (Informal/Fast)



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## When to use what method

- Letter/Memo
- E-mail



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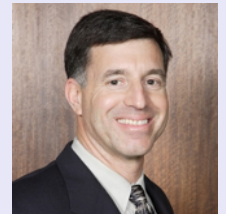
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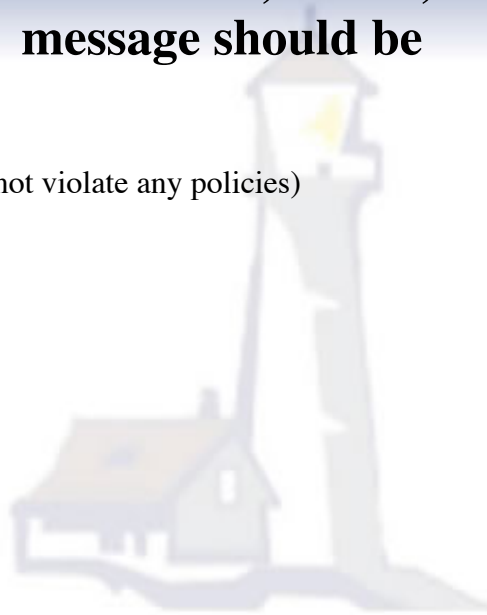


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## Whether you send a letter, memo, or E-mail, the message should be

- Clear
- Appropriate – (Does not violate any policies)
- Professional



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## 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



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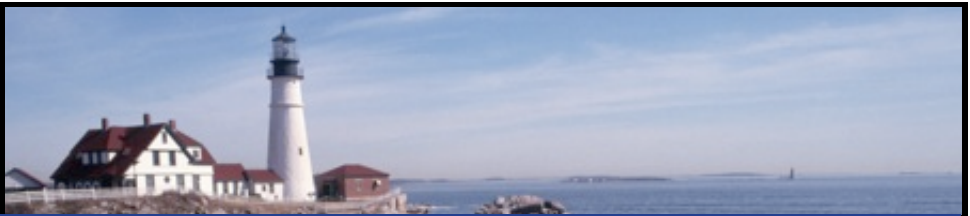
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## When sending a letter, make sure it follows business writing standards to include:

- 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



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Memos are typically used internally for sending communication to others regarding:

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



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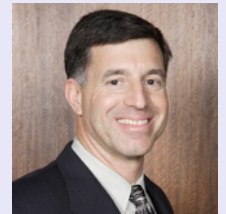
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## When sending a memo, consider using the a standard format:

- To:
- From:
- Date:
- Subject:



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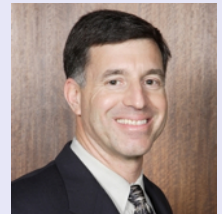
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## When sending E-mails, follow E-mail etiquette **do's and don'ts**



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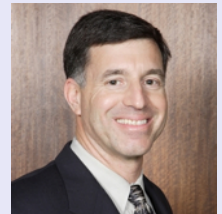
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## Do's

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



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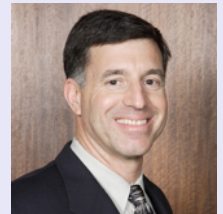
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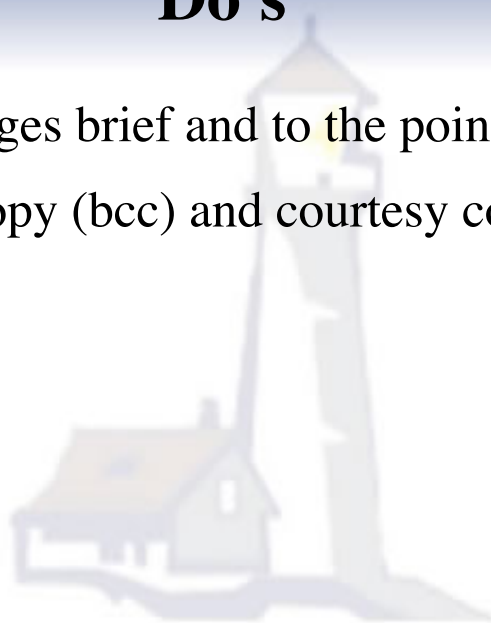


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## Do's

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



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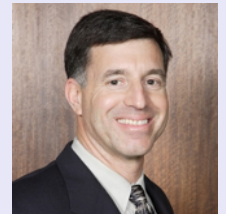
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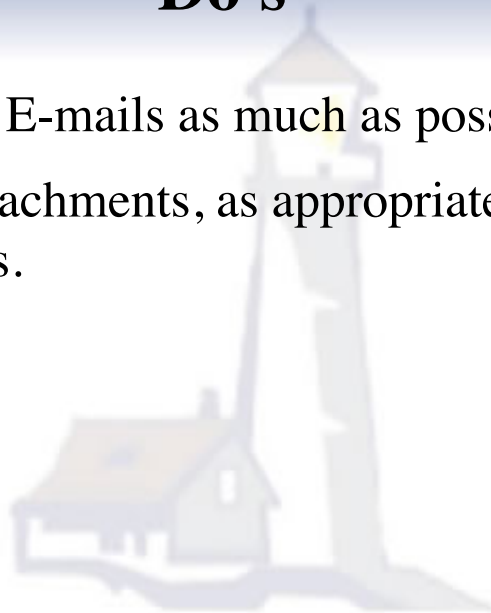


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## Do's

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



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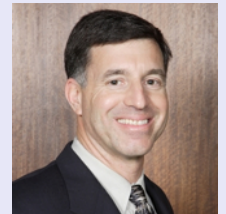
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## Don'ts

- **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.

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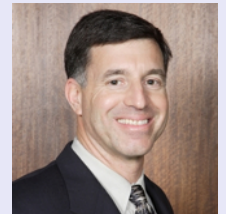
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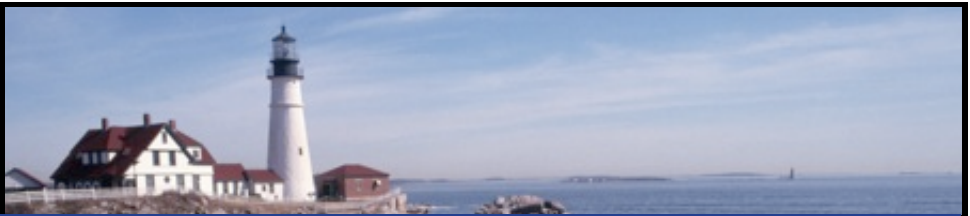
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## Don'ts

- **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).



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## 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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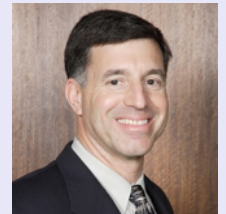
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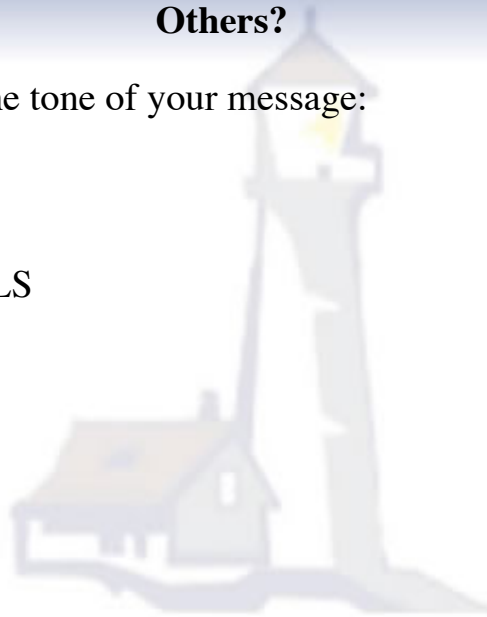


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## Think About How Your Written Communication Will Be Perceived By Others?

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



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### Featured Guest:

Linda Harris  
President  
JorgensenHR

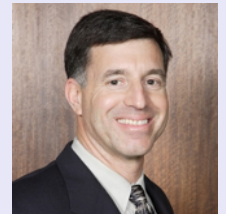
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### Host:

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- In-depth Workstyle & Personality Assessments
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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.

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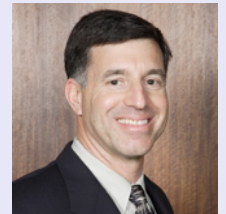
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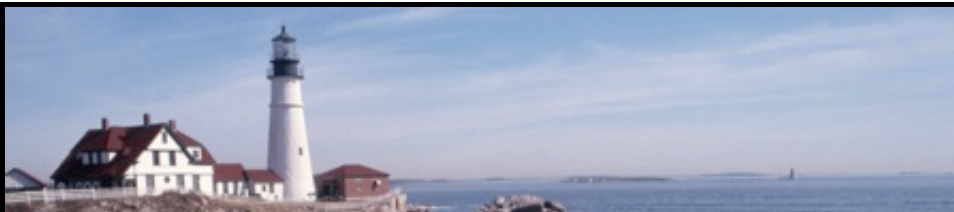
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**Thank you for attending  
Business Communication in Today's Environment**

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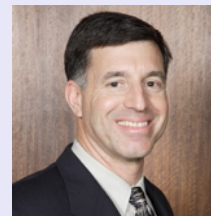
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