BUSINESS ETIQUETTE

What is Etiquette?

Etiquette in simpler words is defined as good behaviour which distinguishes human beings from animals. Human Being is a social animal and it is really important for him to behave in an appropriate way. Etiquette refers to behaving in a socially responsible way. ETIQUETTE is or are the protocols to be followed in a society or among members of a particular profession or a group for a good working environment, it generally insists on polite behaviour.

Importance of Etiquette

Etiquette makes you a cultured individual who leaves his mark wherever he goes. It teaches you the way to talk, walk and most importantly behave in the society. It is essential for an everlasting first impression. The way you interact with your superiors, parents, fellow workers, friends speak a lot about your personality and upbringing.

It enables the individuals to earn respect and appreciation in the society. No one would feel like talking to a person who does not know how to speak or behave in the society. It inculcates a feeling of trust and loyalty in the individuals. One becomes more responsible and mature. It helps individuals to value relationships.

WHAT IS BUSINESS?

Business is an economic activity of production and distribution of goods and services. It provides employment opportunities in different sectors like banking, insurance, transport, industries, trade etc. it is an economic activity corned with creation of utilities for the satisfaction of human wants.

Business is the activity of making, buying or selling goods or providing services in exchange for money. Starting from coffee shops to colleges.

Any business has the following characteristics

Business Etiquette

How you conduct yourself in the business world will have a huge impact on your career. You can't act the same way with business associates as you do with your friends. Business etiquette allows a basic framework for business people to follow so that a professional environment is maintained. **Business Etiquette** involves treating co-workers and employer with respect and courtesy in a way that creates a pleasant work environment for everyone.

Principles of Business Etiquette

- There are four specific areas of business etiquette that provides a basic framework for a successful company.

Principles of Business Etiquette

- Respect
- Courtesy
- Collaboration
- Non-aggression

"ENHANCING BUSINESS" HOW DO I ENHANCE MY BUSINESS/ WHY SHOULD I?

Ask the students, what will they do in case they own a business and what kind of ideas they'll deploy to take the business to next level.

YES, It all depends on the work environment and the order of the management. Remember, **"Pleasure in the job puts perfection in the work"**.

How do I create a better working place, which keeps my fellow workers enthusiastic and benefits my business as well?

KEY- FOLLOW THESE GUIDELINESS

- SOCIAL AND CULTURAL ETIQUETTE
- WRITING COMPANY BLOGS
- INTERNAL COMMUNICATION
- PLANNING
- WRITIING PRESS RELEASE AND MEETING NOTES

SOCIAL AND CULTURAL ETIQUETTE

These are the most valued etiquettes in any business and are to be cherished. While social etiquettes are typical, cultural etiquettes are divergent in nature, yet they are separated only by a whisker. Every culture is different, and has different styles of etiquette. Everyday deals are lost through misunderstandings, even between relatively similar cultures. These misunderstandings do not have to be huge to have an effect on your business – a poor first impression could leave your prospective partner or customer with a bad feeling. Knowing the right etiquette can help you avoid this and save you a great deal of wasted time and money.

Etiquette in Today's Society

Today's etiquette serves several important functions:

- **Etiquette provides personal security.** Knowing how to behave appropriately in a given situation makes you more comfortable.
- **It protects the feelings of others.** Proper etiquette requires that you make others comfortable and protect their feelings. You do not point out their errors or draw attention to their mistakes.
- **It makes communication clearer.** Etiquette enhances communication by breaking down barriers, not erecting them.
- **It will enhance your status at work.** In any working situation, you are perceived as more capable, more professional, and more intelligent if you are familiar with the proper code of conduct for the workplace.
- **It makes good first impressions.** The first five to seven seconds after you meet someone are crucial. Your first impression lingers in the other person's mind long after you are gone. If you use proper etiquette, that first impression will be a positive one.

Why cultural etiquettes are branded divergent?

(Because, you can't hug a woman just like that in a working place in India. You might land in serious trouble), "Be a Roman when you are in Rome". As far as social etiquettes are considered they are to be followed if you are a determined employee.

What would you expect from an employee of your organisation? Being late? Lazy? Irresponsible? You want him/her to follow the social etiquettes.

Business is a funny animal. On the one hand, the bottom line is considered the most important factor. However, if you get down to the nitty gritty, most people look at business etiquette and manners as essential to even get to the bottom line. There is a social element to most offices, so observe protocol and remember that your behaviour will affect your future.

Values

Etiquette provides personal security. Knowing how to behave appropriately in a given situation makes you more comfortable. It protects the feelings of others. Proper etiquette requires that you make others comfortable and protect their feelings. It makes communication clearer. Etiquette enhances communication by breaking down barriers, not erecting them. It will enhance your status at work. In any working situation, you are perceived as more capable, more professional, and more intelligent if you are familiar with the proper code of conduct for the workplace. It makes good first impressions. Your first impression lingers in the other person's mind long after you are gone. If you use proper etiquette, that first impression will be a positive one.

Protocols…

Business relationships – Knowing how to form and maintain business relationships can provide job security and a healthy bottom line. It's a good idea to limit personal conversations at the office on a need-to-know basis. Be a good team player, don't make annoying sounds that might distract others, and offer to assist coworkers if they need help.

Proper attire – Know how to dress in any situation. If your office has "casual Fridays," don't dress like you're going to the beach. It's still a work environment and should be treated with respect. (Mark Zuckerberg and Steve Jobs are exceptional cases)

Getting ahead – Learn what is expected in order to get ahead in your business. Show up on time, do a good job, and maintain a positive attitude.

Office cubicles – Cubicle-dwelling can be trying during the best of times. Knowing how to work closely with others is essential for anyone in an office. Be polite and respectful to those who work around you. Sorry you can't move away from the box.

Shaking hands – A decent handshake can give someone a good first impression, and we all know that you only have one shot at that.

Business gifts – It's always fun to give someone a gift to celebrate a special occasion, a promotion, or a job well done. Make sure your gift is appropriate to the setting and occasion. You would never want to embarrass someone with a personal or inappropriate gift.

Acknowledge others – When someone comes up with a brilliant idea or does something others need to know about, be the first to congratulate him or her. Do this in meetings or in front of the boss to show that you are a team player.

Personal space – Do not exploit a person's private area, it may create a bad impression irrespective of the gender. The table is the divider.

Conversation – Learn how to hold a decent conversation, with back-and-forth dialogue. Never monopolize a discussion, or you may find yourself stuck in a corner trying to figure out why others are walking a wide berth around you.

Gossip – Never gossip. Not only is it bad form, if word ever got back to the person you were talking about, you can pretty much be assured you'll be the subject of the next gossip session.

People's names – Everyone has one, and most people appreciate your effort to learn their names if you spend more than a minute or two talking with them. This applies to social and business contacts.

Cell phones – In a nutshell, use your cell phone sparingly in public. No one else wants to listen in on a private conversation or wait while you text someone the latest Internet joke

Politeness – Remember to always say please and thank you when you interact with others, in person or over written correspondence. Being polite makes you pleasant to work with and shows respect.

Tone – Never raise your voice to others in the work environment, or use foul language toward them. Keep your tone as neutral as possible, and avoid "talking down" to others

Rude questions – We have all gotten them. There are ways to deal with them and not come across as snarky. If you're not sure how to answer a rude question, don't say anything. Just smile and change the subject.

Men's manners – This one is simple: All you have to do is be a gentleman. Rudeness is never manly.

Women's manners – You can be a lady and still show strength. Remember your position but don't be dominant.

BUSINESS CULTURE, PRACTICES & ETIQUETTE TIPS

India is a rapidly growing marketplace that is tipped to be one of the largest economies in the world in the near future. Ensure your business etiquette, and knowledge of their culture, is accurate to maximise your potential and avoid unnecessary awkwardness.

What to wear

Conservative dress is most suitable for both men and women. Dark suits for men - in hotter regions it can be acceptable to dress less formally. For women, conservative dresses or business suits, but avoid showing too much leg if wearing skirts or dresses. Casual wear is not recommended for a first meeting.

Titles

Address people by their professional title (Dr, professor etc.) or, Mr or Mrs, followed by their surname. Wait until invited to address someone by their first name, or preferred name. If in doubt, use the suffix Mr or Mrs, especially when addressing elders. Sir or Madam is also appropriate. Remember, status is dependent upon education, caste, age and profession address people accordingly if possible

Greetings

Many countries have their own style of greeting, and there is nothing more off-putting than try to kiss someone who is only expecting a handshake, or holding out your hand pointlessly while the other person bows. In many countries, it is also polite to give small gifts when meeting someone. Make sure you find out the local custom and avoid giving an overly expensive gift that the other person will feel the need to reciprocate.

Business cards

Business cards may be given after the initial handshakes and greetings. Give and receive cards with your right hand. Higher educational degrees are a symbol of status – remember to put this on your business card. Give cards face up so that they can be easily read. As business is often conducted in English it is unnecessary to translate one side of your card

Meetings

Plan and organise meetings well in advance of your trip, if travelling long distances, as they may often be postponed. Check again before travelling. Be punctual – this shows respect and integrity. Business meetings often begin with small talk. This may continue for an extended time as Indians prefer doing business when they are familiar with someone. Ask your hosts personal questions; family, marriage, education and sport are good starting points. Avoid politics, religion and the caste system. If unsure on any matter, defer to the senior person in the room as they will generally control the final decision. Follow up meetings with an overview of discussions and decisions.

Customs

When doing business with an affiliate from another country, consider the cultural differences that may be presented. This includes basic customs, mannerisms and gestures. For example, if a salesperson approaches a meeting with knowledge of a customer's cultural background and then his words, body language and actions can all be adapted to better suit those of the customers. This in turn may lead to being better liked by the customer, ultimately increasing the salesperson's opportunity to close the deal.

Technology

Due to globalization, people from various cultures and countries increasing conduct business with each other. Technology enables people to easily connect with people around the world in a moment's notice, but there are a few rules to remember before doing so. If making an international phone or video conferencing call, be conscious of the time zone differences and make sure to set a reasonable time for all involved parties to interact. It is important to remember that cultural differences can also affect availability.

Time And Space

In some cultures, it is not expected that people will be on time. If your colleague or customer is late for a meeting, it is best to take a relaxed view. People from different cultures also have different ideas about personal space. Standing close or touching another person may be considered appropriate. However, this may not apply to those of the other gender. For example, in the Middle East, men often hug each other and hold hands, but do not touch women they are not related too, and the same is true of women. In Mexico, it is OK to give a friendly pat on the back, but in China you should never touch the other person. While in Thailand and India, handshakes are fine, but you should never touch a person's head.

Language

In some countries, like the United States and Germany, it is common for people to speak loudly and be more assertive or aggressive when sharing ideas or giving direction. In countries like Japan, people typically speak softly and are more passive about sharing ideas or making suggestions. When interacting with people from different cultures, speaking in a neutral tone and making a conscious effort to be considerate of others' input, even if it is given in a manner to which you are not accustomed, can help foster effective business communication.

Conversation

Communicating in a foreign country can be difficult. Often you may find that your business colleague speaks English -- but if they speak imperfectly, you will need to remember not to correct them as that may be seen as impolite. You should also determine what makes an appropriate topic of conversation in the country you are visiting. For example, in Japan, people do not tend to talk about money, and in Switzerland personal questions are usually not appreciated among mere acquaintances. It is a good idea, however, to learn a bit about the history of the country or place you are visiting and to be prepared with a few questions about local culture to use as a conversation starter.

Manners

Even if there aren't four walls and a door marking the area, you need to respect everyone else's work space. Three etiquette rules:

1. Don't "prairie dog." Walk around the partition to see a neighbour, instead of popping your head over the top. And as you walk down the passageways, don't peek into each workstation.
2. Grant your neighbours private time. Stagger lunch breaks to provide everyone a few minutes alone at their desks.
3. Don't chime in to conversations you hear over the wall. Whether it's a work question you can answer or a private conversation you'd rather not hear, ignore comments that aren't directed at you.

Workplace Relationship Skills

The following skills are essential for building positive work relationships:

- Be a good listener
- Think before you speak
- Don't interrupt.
- Avoid miscommunication
- Never take credit for someone else efforts.
- Acknowledge co-workers' birthdays, promotions, engagements, weddings, new children or the death of a loved one.

Magic Words:

These expressions are too often forgotten in business but what a difference they can make. Use them!

- Please
- Thank you
- Good Job!
- Great Idea
- Pardon Me
- I'm Sorry

Negotiating

Saying 'no' is too direct and confrontational for many Indians. Instead they will often say 'maybe' or 'I'm not sure'. If this occurs change tack or rephrase question if possible. Avoid any hard sell or appearing too demanding – Indians prefer harmony and respect. Having said that, they can also bargain and will often barter for what they want. Do not be tempted to show impatience or anger. Remain calm throughout the negotiating process. Your interactions with your own countrymen will be monitored – try not to disagree publicly. Final decisions will be made by the most senior person present and may take time – be patient.

Management

Remain aware of superiors and treat them accordingly. Indian society is built upon close familial relationships which can cross over into the business world. Be aware of ties that run through the business you are dealing with. A paternalistic approach is often taken by managers in India due to hierarchical structures. Managers will make decisions but they are also responsible for those below them within the business' structure.

Google's Rules:

Eight Good Behaviors

1. **Be a good coach**
   - Provide specific, constructive feedback, balancing the negative and the positive.
   - Have regular one-on-ones, presenting solutions to problems tailored to your employees' specific strengths.
2. **Empower your team and don't micromanage**
   - Balance giving freedom to your employees, while still being available for advice. Make "stretch" assignments to help the team tackle big problems.
3. **Express interest in team members' success and personal well-being**
   - Get to know your employees as people, with lives outside of work..
   - Make new members of your team feel welcome and help ease their transition.
4. **Don't be a sissy: Be productive and results-oriented**
   - Focus on what employees want the team to achieve and how they can help achieve it.
   - Help the team prioritize work and use seniority to remove roadblocks.
5. **Be a good communicator and listen to your team**
   - Communication is two-way: you both listen and share information.
   - Hold all-hands meetings and be straightforward about the messages and goals of the team. Help the team connect the dots.
   - Encourage open dialogue and listen to the issues and concerns of your employees.
6. **Help your employees with career development**
7. **Have a clear vision and strategy for the team**
   - Even in the midst of turmoil, keep the team focused on goals and strategy.
   - Involve the team in setting and evolving the team's vision and making progress toward it.

8. Have key technical skills so you can help advise the team

- Roll up your sleeves and conduct work side by side with the team, when needed.
- Understand the specific challenges of the work.

Three Pitfalls of Managers

1. Have trouble making a transition to the team

- Sometimes, fantastic individual contributors are promoted to managers without the necessary skills to lead people.
- People hired from outside the organization don't always understand the unique aspects of managing at Google.

2. Lack a consistent approach to performance management and career development

- Don't help employees understand how these work at Google and doesn't coach them on their options to develop and stretch.
- Not proactive, waits for the employee to come to them.

3. Spend too little time managing and communicating

THE 10 BASICS OF BUSINESS ETIQUETTE

In the business world, good manners are essential for getting ahead. Proper etiquette can help people land jobs, get promotions and establish excellent relationships with others. The most successful businessmen and women know how to turn on the charm and exhibit their best business etiquette to get the job done professionally and effectively.

Listening Skills

Communication is the lifeblood of business. For people to get along, work in unison and establish professional relationships with one another, they must communicate with the appropriate etiquette. Listening skills are a main part of communication etiquette. When others are speaking do not interrupt them. Employ active listening techniques, such as making good eye contact and showing the speaker that you are paying attention to them.

Meetings

The Society for Technical Communication says it is proper business etiquette to show up on time, or, preferably, a few minutes early to meetings. Come prepared with pen and paper.

Attire

The way you dress impacts whether you have good business etiquette. The business world is professional, and the people who work in it must dress to reflect that level of professionalism. As such, make sure your clothes are clean and pressed, and that you wear suits, blouses, skirts, blazers, ties or other clothing that makes a good impression.

Politeness

Remember to always say please and thank you when you interact with others, in person or over written correspondence. Being polite makes you pleasant to work with and shows respect.

Best Behavior

To be on your best behavior, always give others your utmost attention when they are speaking or conducting a presentation. Put your cell phone away during this time and do not engage in side conversations with coworkers.

Handshake

Shaking hands with your business counterparts establishes rapport and is in good form. For international interactions, research how that culture greets one another professionally in business, as not all countries see shaking hands as a form of respect.

Table Manners

There will be times when you have to attend a business luncheon. According to the University of Delaware, some tableside manners to practice are not speaking with your mouth full, using your napkin and not setting bags or briefcases on the table.

Diplomacy

Ravenwerks, an organization for global ethics, etiquette and effectiveness, says to always be diplomatic when engaged in a business conversation, even if you disagree with what others are saying. Apologize if you step on other peoples' toes, but do not be afraid to hold true to your convictions.

Tone

Never raise your voice to others in the work environment, or use foul language toward them. Keep your tone as neutral as possible, and avoid "talking down" to others.

Following Up

Following up correspondence is seen as a proper gesture. After working with a client, customer or coworker it is in good form to send a thank-you email or note, recognizing their business or efforts.

WRITING COMPANY BLOGS

What is a Blog?

A blog (also called a weblog or web log) is a website consisting of entries (also called posts) appearing in reverse chronological order with the most recent entry appearing first (similar in format to a daily journal). Blogs typically include features such as comments and links to increase user interactivity. Blogs are created using specific publishing software.

Variations of the term *blog*:

- Blogging: The act of writing a post for a blog
- Blogger: A person who writes content for a blog
- Blogosphere: The online community of blogs and bloggers.

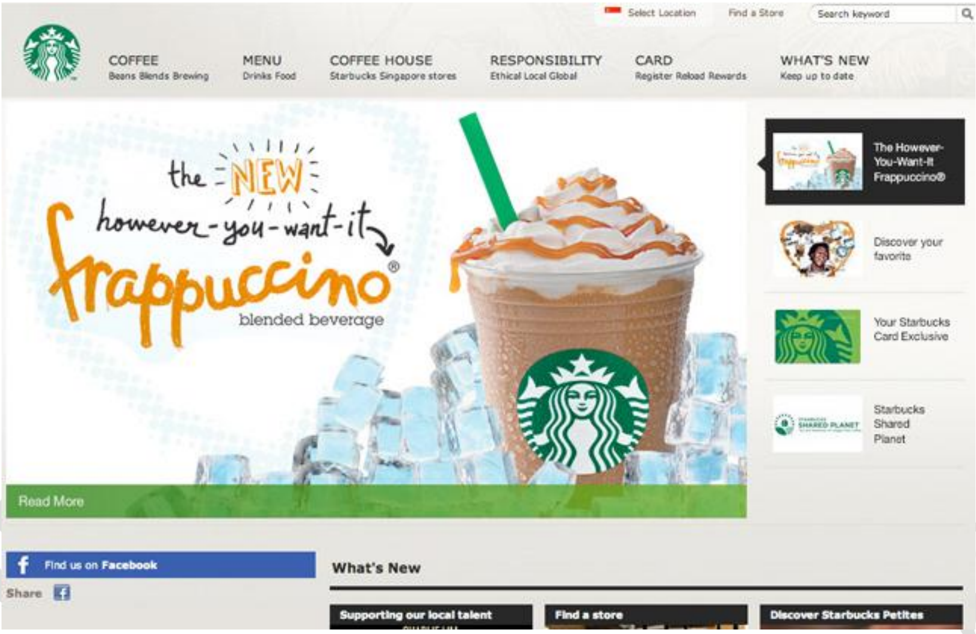
Why Blog?

It is the best and cheapest way to market your business. Blogs provide an effective and efficient platform to drive traffic through search engine and social media optimization. Blogs have done for content what the assembly line did for modern manufacturing.

Types of Blog

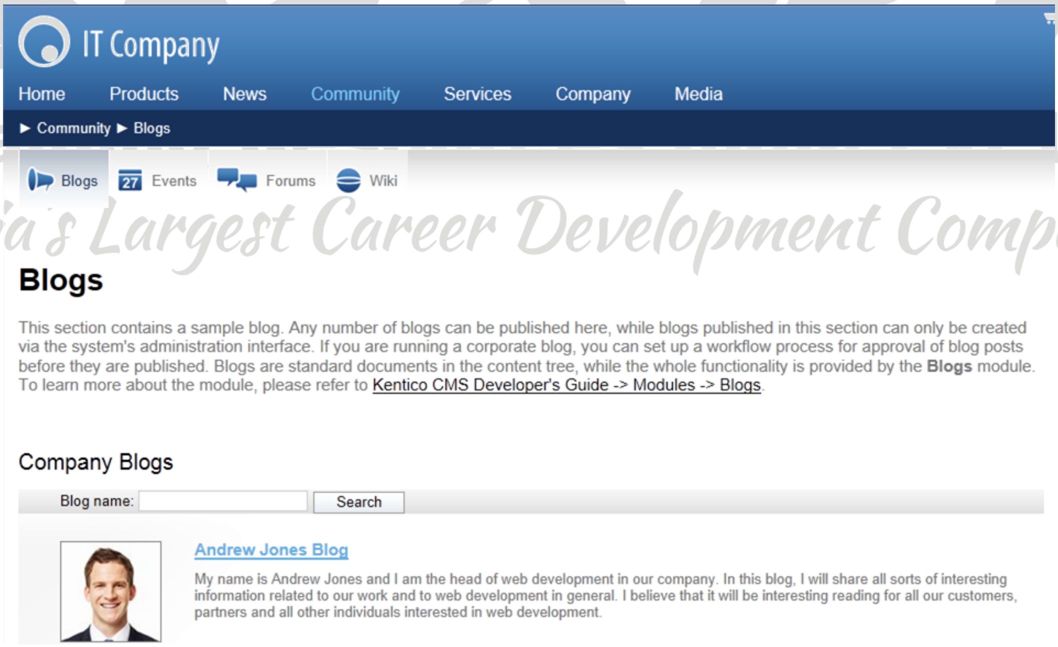
Personal blogs – Personal blogs are online journals and reflect the blogger's personal opinions or views on a given topic. Many times, personal blogs don't have a goal other than to communicate with a small circle of followers.

Professional blogs – Professional blogs are typically blogs with a single blogger. The purpose of a professional blog is to promote the individual, not a company, product, service nor opinion. Professional blogs may have goals for advertising, speaking or consulting revenue as the blogger builds authority and search engine ranking in a specific field of interest.



Publication blogs – Publication blogs are traditional publications that are delivered through a blogging platform. Blogging platforms are social in nature, have search engine optimization advantages, and syndication features. Publication blogs are typically blogs that generate revenue through advertising and sponsorship opportunities.

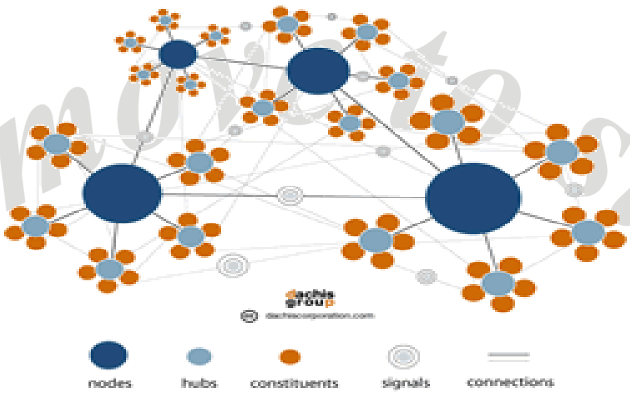
Corporate Blogs – Corporate blogs are utilized to promote products, services or expertise in an area that the company specializes in. A corporate blog can also be used to drive public relations, and communicate effectively with employees or shareholders.



The business blogging reality: hubs and spokes

The social media and content marketing activities of many companies in reality are limited to driving interactions and conversions via blogs and the social platforms connected with them. Such social media and content marketing programs often are limited to publishing, listening, responding and acting with a central role for content, as shared via blogs.

Although social media and content marketing offer much more possibilities than blogging, the focus on content and blogs is natural. The majority of traffic to websites and of online generated leads comes from search engines. This is because search engines still are a predominant source for buyers during various stages of their buyer journey. Furthermore, blogs also get more consulted as people actively look for information during their buying journey and increasingly become social-savvy.



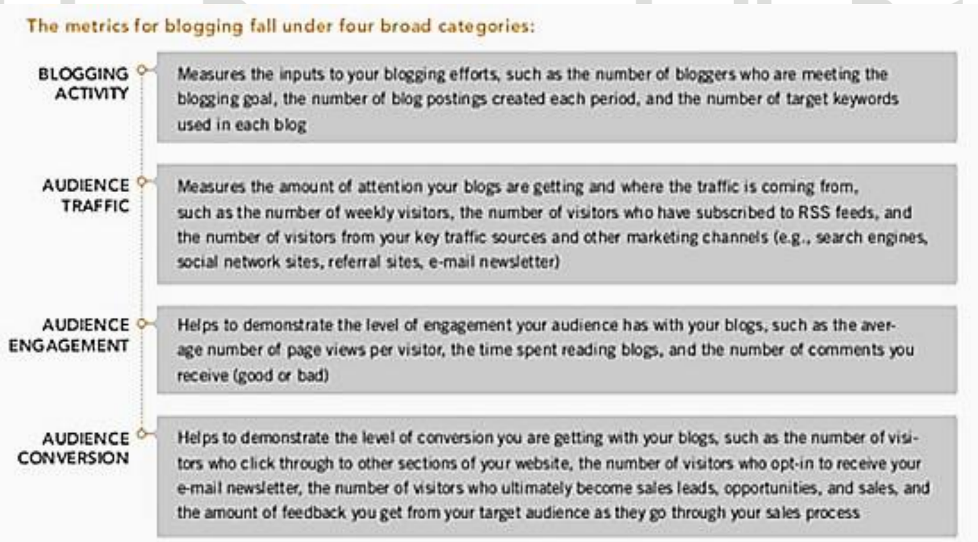
The hub and spoke model – Dachis Group via David Armano

Content is a so-called social object: it's what people discover, read or watch, share, comment on and talk about. It serves a social need, solves a pain, provides a human answer, it's people-centric and so are blogs.

As said, blogs still often serve as the hubs of content as a social object and of content marketing as a strategic activity. This hub and spoke model is often depicted in a simple way but it's better to look at it from a more connected and realistic perspective as in the model depicted on the right by Dachis Group, which David Armano covered on his blog many years ago.

Most Important Component of the Perfect Business Blog Post:

Two elements – **Uniqueness and Audience targeting** – are what separate 'good' blog posts from amazing ones.



Elements of the Perfect Business Blog Post:

1. A captivating opening

Opening includes both headline and opening paragraph. Headline is one of the most critical elements of the post. It is the hook that will get people to read. Even if the rest of the post hits the mark dead on, without a captivating opening, the audience may never even click on the article or be interested in reading it in the first place.

According to Copyblogger, 80% of people will read the headline, while only 20% will read the rest.

Go simple. Too many bloggers try to come up witty, punny or complicated headlines in an attempt to be different; when in fact, often the headlines that are the most ***clear, concise and self-explanatory*** get the most clicks.

For the opening sentence and paragraph, try to put yourself in the mindset of your ideal reader:

- What problems will he or she be looking to solve?
- How can you show that you understand what they're struggling with?
- How can you incorporate this in a way that they'll feel the need to read the rest of your post?

2. A relatable image with a caption

Choosing images for the post shouldn't be an afterthought, as a cheap-looking or irrelevant photo has the potential to completely undermine the rest of the content.

Ask:

- What emotion do you want to trigger through your blog post?

Make sure this emotion is expressed or evoked through the photo. Some of the most captivating photos on blog posts actually have little to do with the explicit theme of the post, and more to do with the emotion the writer is trying to evoke. It's also a good idea to use captions under the photos, where possible.

According to Derek Halpern of Social Triggers, images have the natural ability to make us focus our gaze downward; and this means including a caption beneath your photos is a great way to keep your readers' attention longer.

3. A clear viewpoint

No one likes a wishy-washy article. With so much content available online, having a clear and focused point of view will help to set apart.

It is not that posts need to be controversial, but rather, that every post should have one clear angle, opinion, or point of view.

By the time readers get to the end of the post, they should be able to answer the following question:

- What did he/she say that was different than what everyone else is saying?

4. Outside data or information

This is important for all blog posts, but of particular importance when it comes to business blogging. Many readers will approach the posts with a degree of skepticism, particularly for a small business blog

- What are they trying to sell me?

This is why using outside information is so important to increase the credibility. Some ways to do this include incorporating or referencing:

- Customer testimonials
- Expert quotes
- Industry research or data
- The opinions of influencers in the niche

Any of these elements will improve credibility, and help to establish trust with the readers.

5. Easy-to-read structure

There's no 'perfect' structure for a blog post. There is one best practice that seems to consistently win out: when someone glances at the post, they should be able to look at it and immediately get the feeling that it's easy to read.

This means short paragraphs, proper use of headings, subheadings, lists, bolds and italics, and generally anything that makes the content appear less intimidating to read. ***Blogging serves multiple potential marketing goals:***

- Driving awareness.
- Providing the information – prospective – buyers need across their journey.
- Engage various target audiences, including journalists, for instance.
- Branding (all touchpoints have an important branding dimension).
- Generating leads (and managing them).
- Relationship building.
- PR, be it in a non-traditional sense.
- Influencer marketing.
- Feedback and listening.
- Community marketing.
- Driving traffic, subscriptions and registrations.

You can also use blogs to focus on non-marketing related business goals or forms of communication and interaction.

Reasons why Blog matters?


CONNECTS COMPANIES
To customers by establishing bonds and creating a positive forum to exchange ideas
COMPANIES WHO BLOG REGULARLY
Have a better relationship with their customers
FREQUENT BLOGGING ESTABLISHES CONNECTIONS
That foster trust and positive avenues of communication
CUSTOMERS ARE COMMONLY INFLUENCED
By blogs when making purchases online
13%
TO
17%
Online purchases are made because
customer found something intriguing online and bought it on impulse
CONTROVERSY STIMULATES CONVERSATION IN BLOGS
Allowing both readers and companies to speak their minds
BLOGS ALLOW DIFFERENT GROUPS TO BAND TOGETHER
Increase sales and promote similar concepts and products
Blogging is a unique way of reaching out to customers.
Blogging is a convenient way to share information and interact with customers on a personal basis.
References:
http://www.impactbnd.com/blogging-statistics-55-reasons-blogging-creates-55-more-traffic/
http://webbiquity.com/business-blogging/102-compelling-social-media-and-online-marketing-stats-and-facts-for-2012-and-2013/

Questions to Ask When Starting a Blog

1. Why am I driven to blog? What is my vision?
2. What niche or topic will be the focus?
3. How much time do I have to devote to regular content generation?
4. Do I want to self-host the site or launch on a blogging platform?
5. What will be the domain for the site?
6. Can I purchase my desired domain at a reasonable cost?
7. How will I manage design and customization?
8. Am I resilient enough to stick with it if traffic does not take off immediately?
9. Would readers consider me a good writer, or am I willing to work at it until I become one?
10. Where will I go to source images?
11. Do I understand the difference between licensed images and creative commons?
12. How will I decide on specific subjects to cover over time?
13. What is the content strategy?
14. Would I be open to allowing guest bloggers to post on my blog or is it for me only?
15. How do I plan to promote the site?
16. What do I want to achieve by blogging in the first place?
17. How do I know if I have been successful after time has passed?
18. What is my level of comfort with HTML and basic coding techniques?
19. What do I want the user experience (UX) to be for visitors to my blog?
20. Do I have a network of contacts who can help me spread the word about the blog from the start?
21. Am I filling a gap in the existing conversation and content or just another echo in the content marketing din?
22. Is my target audience looking for another blog on this topic?
23. Are there existing bloggers who already have a lot of loyalty in their corner?
24. Do I understand the correct way to write for the web?
25. If not, how willing am I to learn it?
26. Will I be able to figure out the more technical aspects of running a website?
27. Do I have a passion for the subject matter or some other driver to keep me focused?
28. Have I done ample research into what it takes to manage a blog to get ready for this?
29. What sources will I use for advice and encouragement as the site evolves and grows?
30. Where can I find relevant, high quality information on my topic or niche to help supplement my own ideas?
31. What will be the tone of the writing on the blog (funny, educational, etc.)?

32. Is my personality a fit for the tone I want to pursue? Can I authentically deliver that tone?

33. How will I connect with my audience through the words and images on the site?

34. Why would anyone read this blog?

ACTIVITY-1:

Create an avatar to use on your blog and write a blog to explain how it represents you.

BRAND

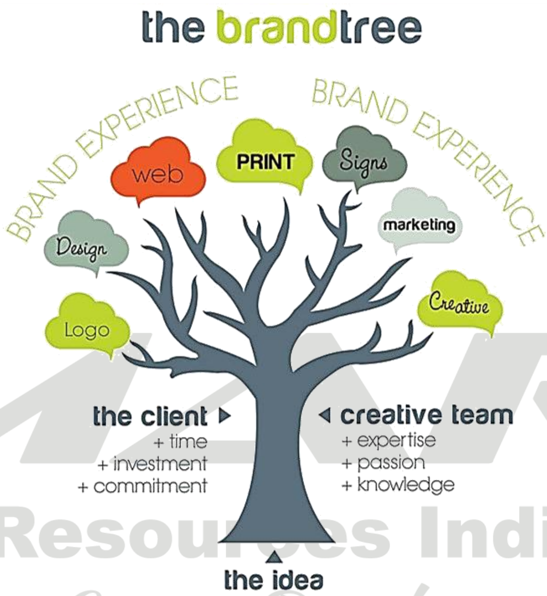
Brand is perhaps the professional services firm's most valuable asset. Developing a stronger brand is most important task.

Brand Defined

A professional services brand is best understood as a firm's reputation and it's visibility in the marketplace. The strength of your brand can be measured as Reputation X Visibility.

Brand strength = Your reputation X Your visibility.

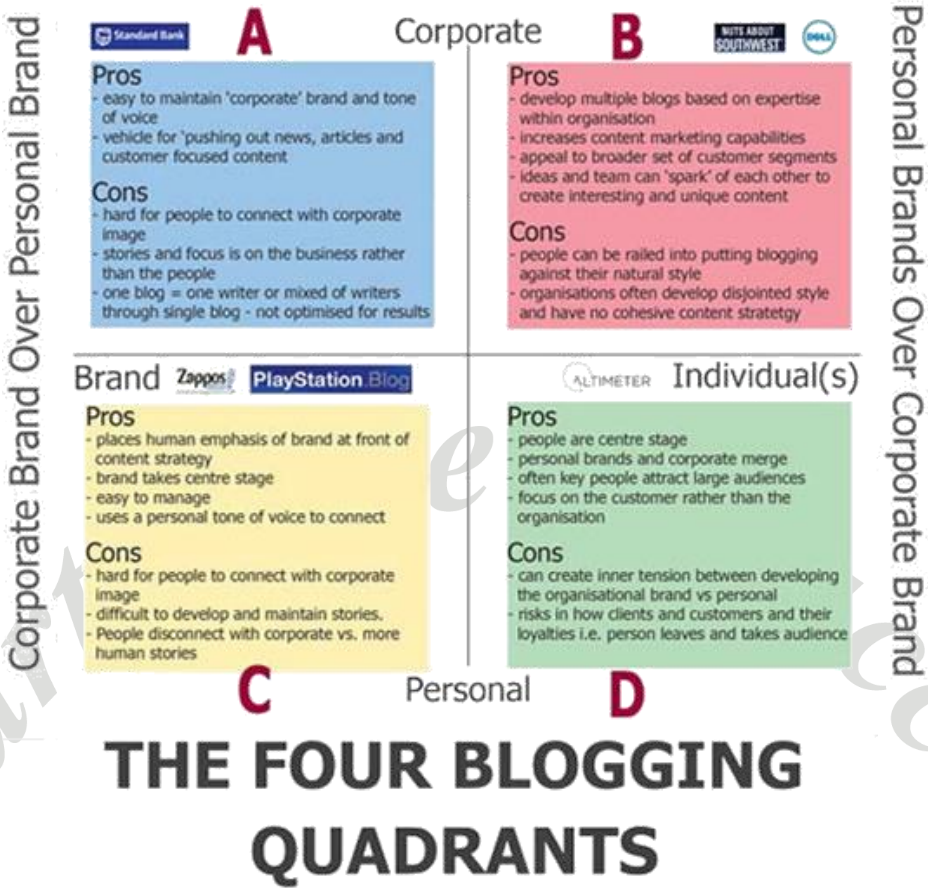
There is another important dimension of a brand as well: how relevant it is to the target client audience.



Brand Development Defined

Brand development is the process of creating and strengthening your professional services brand. The process has three phases:

- The first phase is getting your brand strategy right and aligned with your business objectives.
- Second is developing all the tools you will need to communicate the brand, such as your logo, tagline and website.
- Finally, there is the phase of strengthening your newly developed or updated brand.



Brand development strategy is how you go about accomplishing these tasks. To make the task a bit easier, the brand development strategy is broken into 10 steps.

A 10-Step Brand Development Strategy

1. Consider your overall business strategy.

A **strong, well differentiated brand** will make growing a firm much easier. But what type of firm do you want? Are you planning to grow organically? Your overall business strategy is the context for your brand development strategy, so that's the place to start. If you are clear about where you want to take your firm, your brand will help you get there.

2. Identify your target clients.

Who are your target clients? If you say "everybody" you are making a very big mistake. Research clearly shows that firms are focused on having clearly defined target clients. The narrower the focus, the faster the growth. The more diverse the target audience, the more diluted your marketing efforts will be. So how do you know if you have chosen the right target client group? That's where the next step comes in.

3. Research your target client group.

Firms that do **systematic research on their target client group** grow faster and are more profitable. Further, those that do research more frequently (at least once per quarter) grow faster still.

Research helps you understand your target client's perspective and priorities, anticipate their needs and put your message in language that resonates with them. It also tells you how they view your firm's strengths and your current brand. As such, it dramatically lowers the marketing risk associated with brand development.

Firms that conduct research on their target audiences increase growth and profitability.

4. Develop your brand positioning.

You are now ready to determine your firm's brand positioning within the professional services marketplace (also called market positioning). How is your firm different from others and why should potential clients within your target audience choose to work with you?

A positioning statement is typically three to five sentences in length and captures the essence of your brand positioning. It must be grounded in reality, as you will have to deliver on what you promise. It must also be a bit aspirational so you have something to strive for.

5. Develop your messaging strategy.

Your next step is a messaging strategy that translates your brand positioning into messages to your various target audiences. Your target audiences typically include potential clients, potential employees, referral sources or other influencers and potential partnering opportunities, to name a few of the usual suspects.

While your core brand positioning must be the same for all audiences, each audience will be interested in different aspects of it. The messages to each audience will emphasize the most relevant points. Each audience will also have specific concerns that must be addressed, and each will need different types of evidence to support your messages. Your messaging strategy should address all of these needs. This is an important step in making your brand relevant to your target audiences.

6. Develop your name, logo and tagline.

For many firms, a name change is not required. But if you are a new firm, are undergoing a merger or are burdened with a name that no longer suits your positioning, a name change may be in order. Even if you don't change your firm name, a new logo and tagline may make sense to better support your brand positioning.

Remember, your name, logo and tagline are not your brand. They are ways to communicate or symbolize your brand. You must live it to make it real.

And don't make the mistake of showing the new logo around internally to get a consensus. The name, logo and tagline are not for you. They are for your marketplace and should be judged on how well they communicate, not how much the partners like them.

7. Develop your content marketing strategy.

Content marketing is particularly well suited to professional services firms in the Internet age. It does all things traditional marketing does but it does them more efficiently. It uses valuable educational content to attract, nurture and qualify prospects.

Remember that your brand strength is driven by both reputation and visibility. Increasing visibility alone, without strengthening your reputation, is rarely successful. That's why traditional "awareness-building" advertising or sponsorships so often yield disappointing results. On the other hand, content marketing increases both visibility and reputation at the same time. It is also the perfect way to make your brand relevant to your target audiences. Case closed.

8. Develop your website.

Your website is your single **most important brand development tool.** It is the place where all your audiences turn to learn what you do, how you do it and who your clients are. Prospective clients are not likely to choose your firm solely based on your website. But they may well rule you out if your site sends the wrong message.

Further, your website will be home to your valuable content. That content will become the focus of your search engine optimization (SEO) efforts so that your prospects, potential employees, and referral sources will find you and learn about your firm. Online content is central to any modern brand development strategy.

These days, **professional services websites come in two varieties**. The first is a branding site. Such a site tells your story and conveys who you are, who you serve, and what you do. In short it conveys your brand message. The other variety does the above and also generates and nurtures potential new clients. We call these High Performance Websites.

9. Build your marketing toolkit.

The next step in the process is to build out the remainder of your marketing toolkit. This might include one-page “sales sheets” that describe core services offerings or key markets served. In addition, there may be a brief “pitch deck” that overviews the firm or key offerings and an e-brochure about the firm. These are rarely printed pieces anymore.

Increasingly this marketing toolkit also includes videos. Popular video topics include firm overviews, case studies or “meet the partner” videos. Key services offerings are also very useful. If prepared appropriately, these tools serve not only a business development function but also are important for brand development.

10. Implement, track, and adjust.

This final step in the brand development process may be one of the most important. Obviously a winning brand development strategy doesn’t do much good if it is never implemented. You might be surprised at how often that happens. A solid strategy is developed and started with all the good intentions the firm can muster. Then reality intervenes. People get busy with client work and brand development tasks get put off… then forgotten.

That’s why tracking is so important. We strongly recommend tracking both the implementation of the plan as well as results. Did the strategy get implemented as planned? What happened with the objective measures, such as search traffic and web visitors? How many new leads, employee applications and partnering opportunities were generated? Only by tracking the entire process can you make sure you are drawing the right conclusions and making the right adjustments.

There you have it — a 10 step brand development process to drive the growth and profitability of your firm.

Brand Message

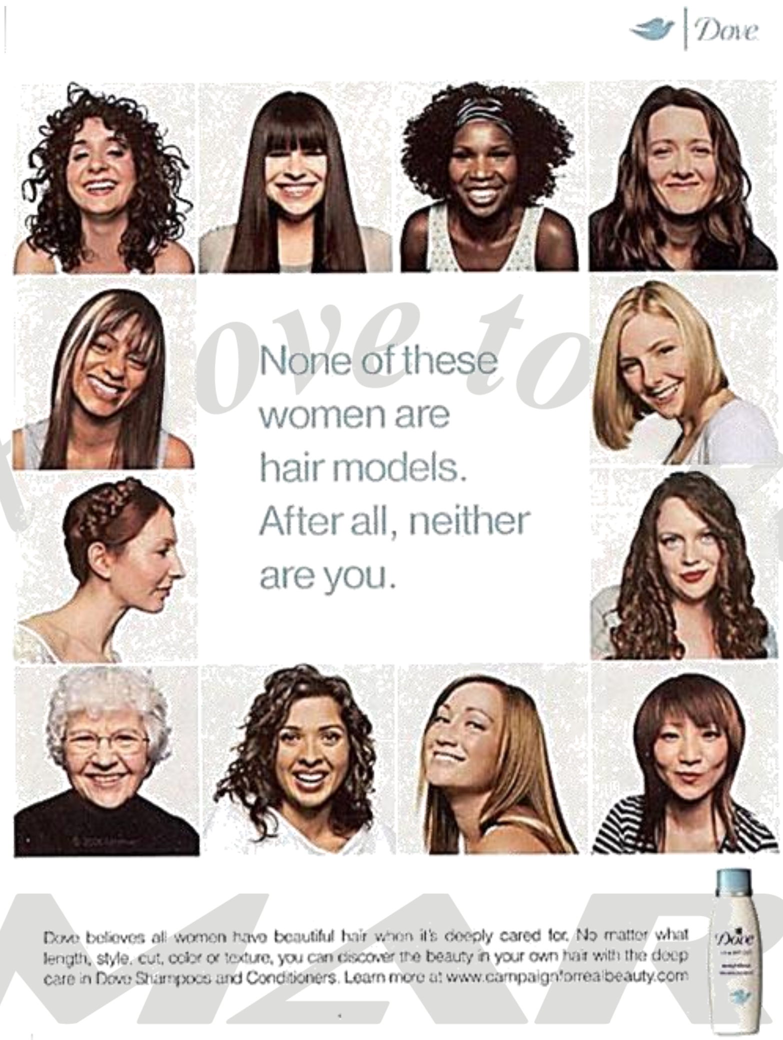
Your brand messaging strategy is a combination of several **branding elements**. It defines how you plan to position and differentiate your brand within the competitive landscape by communicating a unique value proposition through a unique brand personality. In short, your brand message strategy says what’s special about your brand and its personality.

The goal of a brand message strategy:

Brand message strategy has helped successfully position countless brands. Because of consistent brand messaging, we know that:

- Pepsi is young.
- Method offers toxin-free clean.
- Apple is simple design.
- Dove is realistic, attainable beauty.
- Axe is horny.
- Tiffany & Co. is indulgent.
- Allstate is dependable.

These brands — whether legacy or newer arrivals on the consumer scene — own a relevant idea in the mind of the target audience they're trying to reach. And that idea ensures that those consumers know what to expect from the brand's messaging.



IMPORTANCE OF BRAND

- ❑Delivers the message clearly
- ❑Confirms your credibility
- ❑Connects your target prospects emotionally
- ❑Motivates the buyer
- ❑Concretes User Loyalty
- ❑A brand name is the indicator of the attributes of the product.

ACTIVITY-2:

Give an attractive brand message for any one of the following products:

- Jaguar Land Rover
- IPhone

What is a Competitive Assessment?

Creating a profitable business requires offering a product or service that consumers will buy at a price that produces enough revenue for the business to cover its expenses. Fulfilling this objective is complicated by the fact that most businesses face competition from other companies engaged in selling similar products and services. A competitive assessment or competitive analysis is a business-planning tool that attempts to account for the presence of competitors and their potential impact on business decisions.

Competitive Assessment Basics

A competitive analysis is an assessment of the competition in a certain market aimed at informing business decisions. An assessment typically involves creating a list of competitors and creating a profile for each competitor that includes information such as the types of products and services they sell, their market share, marketing strategies, and notable strengths and weaknesses. The assessment may also include comparisons between a business's specific products and services and the offerings of competitors.

Purpose of a Competitive Assessment

The purpose of a competitive assessment is to help managers account for the presence of competitors when making business decisions. Identifying the strengths and weaknesses of competitors can allow managers to exploit weaknesses, emulate strengths, or avoid competing in areas where other companies are especially strong. Failure to account for the presence of competitors can result in bad business decisions. For example, if a certain neighborhood already has a well-established auto repair shop, it might not be a wise to open a similar shop in that area. On the other hand, a new shop that specializes in different or complementary services might have a better chance of being successful.

Business Plans

A business plan is a document that outlines all aspects of a business, including its mission, goals, management structure, product offerings and financial information. Creating a business plan is an important step in the process of creating a new business. Business plans should include a market analysis that contains a competitive analysis. Thinking about competition in the planning stages before launching a business can help managers avoid costly mistakes.

INTERNAL COMMUNICATION

Communication is essential for organizational success. **Internal communication** is the transmission of information between organizational members or parts of the organization. It takes place across all levels and organizational units of an organization. It is very important to have an effective communication so as to keep the wheel of business spinning.

ACTIVITY 3:

Washing an elephant, Crime scene

1. Fact Relay

Choose 5 (A, B, C, D, E) among the students, ask one (A) from them to be with you, and that person should replicate your action, which is washing an Elephant. The rest (4) should wait outside the class and are not allowed to know what's happening in the class and when called for, they have to observe the person on dais and replicate the same.

Demonstrate the students how to wash an elephant, starting from trunk to tail.

The washing activity follows, wash its trunk, tusks, the forehead, ears then its tummy followed by its legs and tail. Make the activity as funny as possible, so that the students are diverted away from the elephant. Once the activity is over, say each person had their turn, ask the students about the transfer of information from one person to the other and also ask for the missing info from A to E. The elephant would have become a pig by now, due to loss of info.

Conclusion- This is how information is lost when passed through a set of unhealthy listener.

2. Find the murderer

Narrate a crime story and ask the students to find the murderer.

"There was a **round** hut in a village in which there were three men (alpha, beta, gamma) who were staying along with an old woman for rent. The old woman was their maid. The owner of the hut is a landlord who leaves to his corn field every Saturday, stays there and returns on Thursday to have a chit-chat. As he returned home on a Thursday he was shocked to see the old lady lying dead near the entrance. He called the police immediately. The police reached the spot an hour later. The inspector enquired the three and found out the murderer in no time based on their replies, how?

Alpha replied, "Sir, I was watching TV."

Beta, "Sir, I was making the garland sitting in the corner."

Gamma, "Sir, the granny asked me to fetch her water from the pond to prepare food."

Can you guess the murderer?

If anyone is successful in finding out the murderer, say that, "No one is inferior so try to interact with others to comprehend trivial situations."

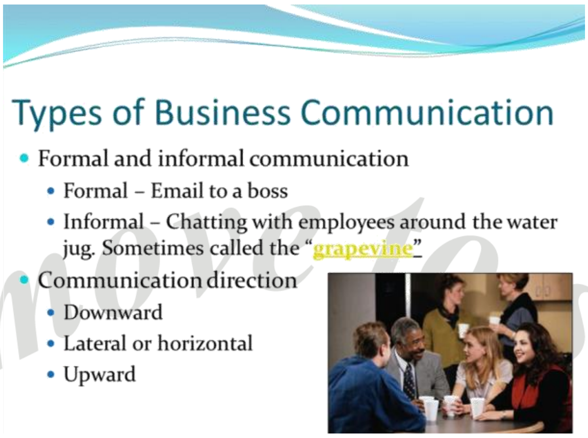
Beta is the murderer, since there can be no corner in a hut.

So what does it take to establish an effective internal communication?

- **Be a keen listener:** Never relax at the time of team gathering where the TL or any higher official talks about business. You may lose a vital piece of information if you were dreaming of your own business.
- **Create goals:** 73% of employees who say they work at a "purpose-driven" company are engaged, compared to just 23% of those who don't." In addition, a recent global survey of 26,000 LinkedIn members, taken by the research firm Imperative, found that 73% of its participants want a career in which they feel that their job matters. A well-functioning internal communications system can motivate employees to work toward a common goal. By letting them in on the "why," companies can significantly engage them in the "what."
- **Engage with juniors:** Seniority doesn't mean you are prohibited from engaging with the juniors or blindly assuming that they aren't experienced which is to be avoided. Sometimes the garden-fish knows lot than a Shark.
- **Limit rumours and enhance transparency:** Informal communication can distort the meaning of information; it supports rumours and misunderstandings; and it's difficult to control. Good internal communication can help

increase the advantages of informal communication. It will slow down the rumour mill by communicating timely and frequently, and it will help employees to interpret information as well as instructions. Providing both a rumour-free environment and transparency is central for a generation of employees (and customers) who are sceptical to the core.

- **Be acquainted with:** Never leave the place with under-cooked information. Clear doubts to conquer.



Advantages of Internal Communication

1. **Coordination:** To achieve to organizational goals, co-ordination among the activities of various departments is a must. An organization can't run smoothly without proper co-ordination. Through internal communication it is possible to co-ordinate the works among departments of an organization.

2. **Control:** The last and the most important function of management are controlling. Due to effective internal communication such control is possible.

3. **Motivation:** Methods of Internal Communication helps to motivate the employees of an organization. Internal communication provides good relationship among high officials and subordinates. Thorough effective internal communication employees come in contract with one another which acts as a motivating factor.

4. **Source of information:** Competitive information is necessary to survive in the market economy. Only proper communication can supply such kind of information to the right person at the right time.

5. **Develop the managerial efficiency:** To run the business effectively and efficiently a manager must have the proper knowledge regarding the resources of the organization. The internal communication can provide such knowledge.

6. **Job satisfaction:** Job satisfaction has a great positive impact on job performance. If there is a sound internal communication system, the employees will be inspired and job satisfaction will also be kept.

7. **Run the business:** To ensure the smooth operation of routine activities of an organization proper **internal communication** is essential.

8. **Proper supervision:** If there is lack of downward and upward internal communication then the management or the supervisors failed to understand the problems of the employees. As a result proper supervision cannot be exercised.

9. **Low turnover:** In presence of proper internal communication labor turnover rate reduces considerably.

10. **Mutual trust:** For the smooth functioning of an organization and for higher productivity there must be mutual trust between management and employees successful internal communication can ensure mutual trust.

11. **Motivation of employees:** To provide proper motivational measures management need to have a clear view regarding the attitude of the employees. Without continuous internal communication proper motivation cannot be provided.

12. **Facilitate decision making:** Participation of the employees in the decision making process not only increase the quality of decision but also ensure the better implementation of decision.

13. **Others:** Besides the above importance, the following benefits may be enjoyed from internal communication: (a) Exchange of necessary ideas, news and views. (b) Development of communicative skill of employees. (c) Maintenance of link between departments and branches. (d) Increasing of employee efficiency. (e) Development of employee morale etc.

PLANNING

What is planning?

Planning is a process consisting of several steps. The process begins with environmental scanning which simply means that planners must be aware of the critical contingencies facing their organization in terms of economic conditions, their competitors, and their customers. Planners must then attempt to forecast future conditions. These forecasts form the basis for planning.

ACTIVITY 4:

You are an event organiser and there is this marriage event which is to be held next month, how will you plan?

Ask'em to prepare a plan to organise a wedding event or their college symposium, ask for what are the things they'll look for, say the place, time, who to be allocated for what task, pre or post? Now it's almost done. Throw a light on the Acronym "SMART" now. Get them involved.

So, When do we plan, pre-event or post the event?

"Prevention is better than cure" and that's why planning is important. There may be many ways of planning but in short it's working out goals in a "SMART" way. Hmm? How?

- **SPECIFIC:** Who, What, Where, Why, Which
- **MEASURABLE:** From and To
- **ATTAINABLE:** How
- **RELEVANT:** Worthwhile
- **TIMELY:** When

TYPES OF PLANNING

In the process of planning, several plans are prepared which are known as components of planning. Plans can be broadly classified as

(a) Strategic plans

(b) Tactical plans

(c) Operational plans

Operational plans lead to the achievement of tactical plans, which in turn lead to the attainment of strategic plans. In addition to these three types of plans, managers should also develop a contingency plan in case their original plans fail.

(a) Strategic plans:

A strategic plan is an outline of steps designed with the goals of the entire organization as a whole in mind, rather than with the goals of specific divisions or departments. It is further classified as

(i) Mission:

The mission is a statement that reflects the basic purpose and focus of the organization which normally remain unchanged. The mission of the company is the answer of the question: why does the organization exists?

Properly crafted mission statements serve as filters to separate what is important from what is not, clearly state which markets will be served and how, and communicate a sense of intended direction to the entire organization. Mission of Ford: "we are a global, diverse family with a proud inheritance, providing exceptional products and services".

(ii) Objectives or goals:

Both goal and objective can be defined as statements that reflect the end towards which the organization is aiming to achieve. However, there are significant differences between the two. A goal is an abstract and general umbrella statement, under which specific objectives can be clustered. Objectives are statements that describe—in precise, measurable, and obtainable terms which reflect the desired organization's outcomes.

(iii) Strategies:

Strategy is the determination of the basic long term objectives of an organization and the adoption of action and collection of action and allocation of resources necessary to achieve these goals. Strategic planning begins with an organization's mission. Strategic plans look ahead over the next two, three, five, or even more years to move the organization from where it currently is to where it wants to be. Requiring multilevel involvement, these plans demand harmony among all levels of management within the organization. Top-level management develops the directional objectives for the entire organization, while lower levels of management develop compatible objectives and plans to achieve them. Top management's strategic plan for the entire organization becomes the framework and sets dimensions for the lower level planning.

(b) Tactical plans:

A tactical plan is concerned with what the lower level units within each division must do, how they must do it, and who is in charge at each level. Tactics are the means needed to activate a strategy and make it work. Tactical plans are concerned with shorter time frames and narrower scopes than are strategic plans. These plans usually span one year or less because they are considered short-term goals. Long-term goals, on the other hand, can take several years or more to accomplish. Normally, the middle manager's responsibility is to take the broad strategic plan and identify specific tactical actions.

(c) Operational plans:

The specific results expected from departments, work groups, and individuals are the operational goals. These goals are precise and measurable. "Process 150 sales applications each week" or "Publish 20 books this quarter" are examples of operational goals. An operational plan is one that a manager uses to accomplish his or her job responsibilities. Supervisors, team leaders, and facilitators develop operational plans to support tactical plans. Operational plans can be a single-use plan or a standing plan.

(i) Single-use plans apply to activities that do not recur or repeat. A one-time occurrence, such as a special sales program, is a single-use plan because it deals with the who, what, where, how, and how much of an activity.

Programme: Programme consists of an ordered list of events to be followed to execute a project.

Budget: A budget predicts sources and amounts of income and how much they are used for a specific project.

(ii) Standing plans are usually made once and retain their value over a period of years while undergoing periodic revisions and updates. The following are examples of ongoing plans:

Policy: A policy provides a broad guideline for managers to follow when dealing with important areas of decision making. Policies are general statements that explain how a manager should attempt to handle routine management responsibilities. Typical human resources policies, for example, address such matters as employee hiring, terminations, performance appraisals, pay increases, and discipline. Procedure: A procedure is a set of step-by-step directions that explains how activities or tasks are to be carried out. Most organizations have procedures for purchasing supplies and equipment, for example. This procedure usually begins with a supervisor completing a purchasing requisition. The requisition is then sent to the next level of management for approval. The approved requisition is forwarded to the purchasing department. Depending on the amount of the request, the purchasing department may place an order, or they may need to secure quotations and/or bids for several vendors before placing the order. By defining the steps to be taken and the order in which they are to be done, procedures provide a standardized way of responding to a repetitive problem. ¨ Rule: A rule is an explicit statement that tells an employee what he or she can and cannot do. Rules are “do” and “don't” statements put into place to promote the safety of employees and the uniform treatment and behavior of employees. For example, rules about tardiness and absenteeism permit supervisors to make discipline decisions rapidly and with a high degree of fairness.

(d) Contingency plans:

Intelligent and successful management depends upon a constant pursuit of adaptation, flexibility, and mastery of changing conditions. Strong management requires a “keeping all options open” approach at all times — that's where contingency planning comes in. Contingency planning involves identifying alternative courses of action that can be implemented if and when the original plan proves inadequate because of changing circumstances. Keep in mind that events beyond a manager's control may cause even the most carefully prepared alternative future scenarios to go awry. Unexpected problems and events frequently occur. When they do, managers may need to change their plans. Anticipating change during the planning process is best in case things don't go as expected. Management can then develop alternatives to the existing plan and ready them for use when and if circumstances make these alternatives appropriate.

Ask students how planning can impact Business?

WRITING PRESS RELEASE AND MEETING NOTES

The purpose of a press release is to bring attention to a new product, an event or another major and news-worthy happening within an organization or business. The press release is designed to get the attention of the media to seek out more information or report on the business.

“Tell them how different the ads are, from audi to maruthi Suzuki. How Fogg perfume achieved their targets with a famous quote, “What’s happening, Fogg is happening”.” A sample Meeting note is given at the end, ask the students to draw the same and narrate a company’s quarterly report say July- September and ask them to make notes in the model template. The report should contain sales report, the problems faced by the company and the solution for it, the guests of the meeting (Attendees), the priority for each and so on.

Why Press Releases Are More Important Than Ever?

Press releases have changed a lot over the years, especially since businesses have realized the importance of online marketing. But to use a press release effectively, there are some strategies. Here are some of the main reasons press releases have become so important:

- **Announcing a new product or service.** If you want to announce a new product or service, you can draft a press release and immediately get your news found on all major search engines and social media networks by using a press release distribution service. This also enables you to target thousands of journalists.

- **Improving brand image.** Because it has become so easy to publish and distribute a press release, companies can easily send out as many press releases as they want. Publishing more press releases more often is a good way to improve your brand's image.
- **Images help drive interest.** Press releases now include images, videos and other multimedia, which means you can convey your message and news stories in more interesting ways than ever before.
- **Instant world-wide distribution.** Before online press releases had become common, most press releases were sent only to journalists. If not deemed worthy of press mention, they lived in a binder, on someone's desk or in a building lobby. Now a press release can be distributed to millions of people around the world instantly through email and social media.
- **Expanding public knowledge.** By adding links to other Web pages within a press release, companies can direct readers to even more information about what they do.
- **Viral possibilities.** An online press release can go viral if people start sharing it over social media networks, thereby creating a buzz that was never possible with traditional press releases.
- **Portability and convenience.** People can read a press release anywhere on the Web or on their smartphones.
- **Search engine optimization.** By using specific keywords relating to your business, you can optimize your press release so people can easily access your company information through search engine use.

For news Events

While, Meeting notes are special type of notes which are compiled at meetings by an appointed note-taker. The note taker could be a professional, or they could be one of the attendees who had been assigned the task for that meeting. They provide a written report about the meeting, which includes the place, date and time of the meeting, the purpose of the meeting, who attended the meeting and a list of the things which were discussed at the meeting. They are also called minutes.

What are meeting notes like?

Meeting Notes are like an incredibly accurate diary entry, which everyone is able to read. Participants in a meeting can look at these notes to help to jog their memory about the events of the last meeting and to get clarification about the points which were discussed therein. The main purpose of Meeting Notes is that they act as an official record of the debates and decisions which were taken at a meeting. They are recognised as the official version of events, and are ratified as such by the people who attended the meeting. These notes are often distributed to attendees before the next meeting. Certain companies and government bodies are required to keep their meeting notes on file.

What are the different types of meeting notes?

Verbatim notes- These notes are a word for word transcription of what occurred at the meeting. Organisations do not usually require their meeting notes to be verbatim.

Minutes – These notes provide a summary of what happened at the meeting and highlight all the main points.

What's involved with meeting notes?

Formal meeting notes include the time, date and place of the meeting, as well as a list of who is attending it. When the meeting starts, the note-taker is expected to keep a true and accurate record of what transpires during that period. The notes must clearly state the outcome of each point and any actions which are going to be taken. Once the meeting has come to an end, the note taker compiles their notes into a formal document. Once this document is ready, it is approved by the chairperson and circulated amongst those who were in attendance (as well as those who sent apologies for their absence). If there are any problems with the notes that need changing, they can be addressed by the group at the next meeting.

Where does meeting notes fit into the meeting process?

Notes are taken during the meeting by one note taker, and these notes are distributed to those who were in attendance only after they have been formatted. They are usually available to anyone else who asks for a copy. Note takers may wish to use an audio recording device at the meeting to help them to compile accurate meeting notes, and will usually ask the permission of the group before they begin recording.

How do meeting notes impact on the meeting?

If there are meeting notes from the previous meeting of the group, they will need to be ratified at the beginning of the next meeting. These meeting notes will show the action points from the last meeting, and the group may want to discuss the outcome of these action points.

What terms are used in recording and transferring meeting notes?

Action Points – These are things which a person has been tasked with before the next meeting.

Ratification – The agreement that the notes from the previous meeting are correct.

Amendment – Changing the notes to reflect the correct version of events, if they are wrong

MEETING NOTES

DAY: DATE::

MEETING OBJECTIVE:

AGENDA PRIORITY

ATTENDEE

PARKING LOT:

ACTION ITEMS OWNER/DEADLINE

Activity 5:

Students to be given a scenario that happened recently and they should write a press release.

Students are divided into teams of 5 each and they will be given 20 minutes to write a mini press release and each team will present the press release they have prepared, for 2 minutes.