



# **On the Ineffable Nature of Human Communication**

A phenomenological investigation into the structures of meaning and  
misinterpretation in contemporary discourse



# Corporate on Demand

Balancing warmth and formality in client conversations



Don't screw up.



**Seriously, don't screw up.**



The END :)



Seriously though,

# **10 Key Things to Consider when talking to Clients**



# Email Like They Give You Receipts

First impressions are permanent.

Tone should be professional, clear, and a little warm.



“Hey, you’re good? Let’s jump in.”

“Hi James, thanks for the intro. Excited to get started.  
Here’s the plan...”





# Confidence is Not Karaoke

Always look like you know what you're doing.  
But don't sing along to lyrics you don't know



“If we scale the API traffic to 5x what it is now, will the system stay stable?”



“Uh, we haven’t tested that yet. I think it should be fine, but I’ll need to ask the devs.”



“The system can handle our current load well. For 5x traffic, we’ll run a stress test to be certain and get back to you with the results.”



# Casual is Earned, Not Declared

Stay formal until the client shows you it's okay to loosen up



# Scope Creep is Like Free Wi-Fi

Everyone will try to use it. Guard it.



# Don't Ghost, Casper

Never disappear, even when you don't have an answer.  
A quick update beats silence.



We're still working on X, I'll have a proper update by Friday.





# Apologies Need Band-Aids

When things go wrong, admit it, then immediately show the fix.



Sorry about the delay, the devs messed up.



Apologies for the delay.  
Here's the adjusted plan to keep us on track



# Translate, Don't Transmit

Not all clients want raw technical dumps. They want clarity.



# Never Write Angry Texts

Professionalism means emotions get edited out.  
Always sleep on angry drafts.



# Clients Are (Allegedly) Busy, Not Psychic

Always frame context.  
Never assume they remember every detail.



“Like we discussed last time.”  
(3 weeks later, 10 meetings later.)



“As discussed in our last call on May 3rd, where we reviewed timelines...”





# Mirror the Vibe, Don't Become a Robot

Communication works best when you adapt to the client's tone

*(If they're warm and casual, loosen up slightly. If they're formal, stay buttoned-up.)*



“Hey team 😊, super excited about the launch this week!”



“Dear Sir/Madam, noted.”



“Yooo fam let’s goo!!! 🔥🔥🔥”



“Hi Jane, we’re equally excited.  
Final tests are on track for the launch!”

# Key Takeaways

Always sound like you know what you're doing

# Key Takeaways

Match the vibe, but stay professional

