



Good **Communication** is Good **Business**

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“There are four ways, and only four ways, in which we have contact with the world. We are evaluated and classified by: what we do, how we look, what we say, & how we say it.”

–Dale Carnegie

“Those who write clearly have readers, those who write poorly have commentators.”

–Abraham Lincoln

“The worst thing about the miracle of modern communications is the Pavlovian pressure it places upon everyone to communicate whenever a bell rings.”

–Russell Baker

With the increased use of mobile devices and our need for speed, electronic communications have become the norm. However, these written communications may be judged differently than you think; and they often affect your value!

Electronic Communication Business Do's & Don'ts

1. Email

2. Texting

3. Social Media

Email is a short word

[literally, for electronic mail] that has changed our lives and has become a popular means of business communication.

According to a recent survey, nearly 2/3 of executives polled, prefer e-mail over other forms of communication.

But clicking "send" too quickly could be launching the wrong message into posterity.

Common Email Mistakes

1. Disregarding the importance of the Subject line.
2. Use correct formatting, spelling, punctuation and grammar.
3. Don't expect an action without asking for it.
4. Striking the wrong note.
5. Limit size and frequency.

CareerBuilder.com, 7/15/11

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can i txt u?

Mobile searches have quadrupled in the last year and smartphones now outsell PCs (Canalys, February 2012).

However, using these devices at an inappropriate time, or in the wrong way, can send the wrong message...literally.

Mobile Text Message Mistakes

1. Texting a potential “conversation.”
2. Texting during conversation and meetings.
3. Let the recipient know who you are.
4. Avoid the use of abbreviations. Not everyone knows what they mean.

Chicago Tribune, 1/24/11, “text_etiquete”

Guess the txt abbreviation??

ty

Guess the txt abbreviation??

ty

Thank you

Guess the txt abbreviation??

ty

Thank you

ttys

Guess the txt abbreviation??

ty

Thank you

ttys

Talk to you soon

Guess the txt abbreviation??

ty

Thank you

ttys

Talk to you soon

b4eod

Guess the txt abbreviation??

ty Thank you

ttys Talk to you soon

b4eod Before the end of the day

Guess the txt abbreviation??

ty Thank you

ttys Talk to you soon

b4eod Before the end of the day

ayt

Guess the txt abbreviation??

ty Thank you

ttys Talk to you soon

b4eod Before the end of the day

ayt Are you there?

Social Media-PROCEED WITH CAUTION

Most employers start their search of a candidate's personality online—in the social media.

And, prospects now look online to determine what they can about a Potential business. Social Media is a public medium & should be used with care.

Common Social Media Mistakes

1. Keep business & personal communications separate.
2. Don't post personal communications to a public "Timeline" or "Wall."
3. If you wouldn't discuss it face to face, don't post it online, privately or publicly.
4. Airing bad feelings.
5. Spelling and grammar is still important.

cbsnews.com, 6/30/11

Steps in the right direction

1. Put yourself in the recipient's shoes; proof read, use spell-check and include a signature.
2. Before sending that first text message to a client, ask to see if it's ok (in something other than a text message).
3. Don't mix Business and Personal in the social media, watch who your friends are and check your privacy settings.

Thank You!

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