

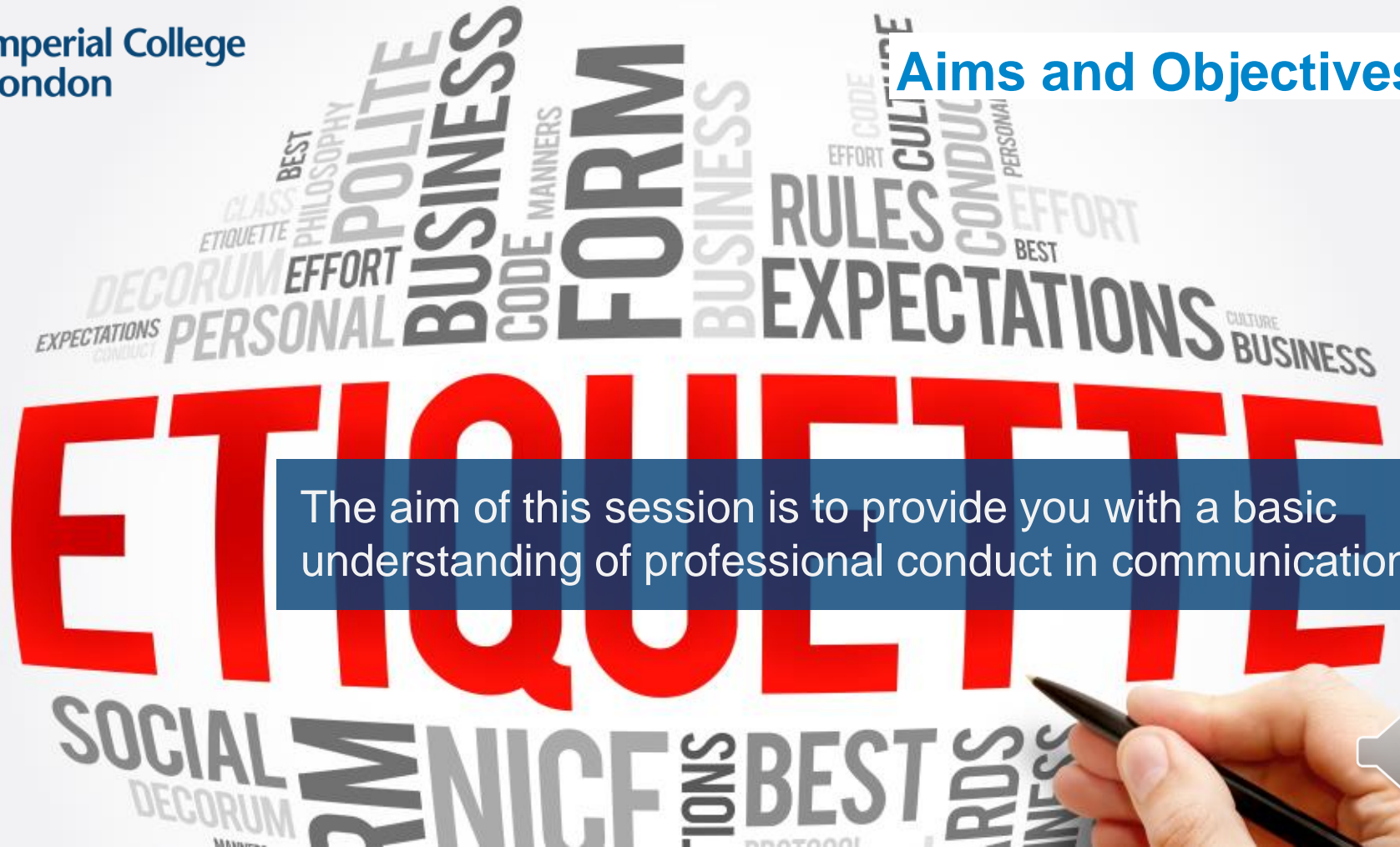
# Design and Professional Practice 2

## Professional Communication

Dr Ian Radcliffe



## Aims and Objectives



The aim of this session is to provide you with a basic understanding of professional conduct in communication.



## Intended Learning Outcomes

- Understand how to address correspondence
- Be able to interact with clients and suppliers
- Be able to engage others in conversation



## Titles and introductions

- Getting someone's name and title correct is the most basic of starts
  - Don't assume a gender
  - Don't downplay a title
- Look at their signature when they respond to you
  - It's permission to respond in kind
    - In most cases



## Titles and introductions

- What is an appropriate start to a letter?
  - Is it the first time you have communicated?
  - Are they familiar to you?
  - How would you address them in person?
  - How do they address you in their communications?
  - If in doubt go with Dear ..... (and not Hi!)

Choose your email address wisely, use a professional name not a funny personal one like *fluffybunny365@gmail.com*





## Contacting Clients and Suppliers

- Clarity
  - Avoid misunderstandings (explain yourself clearly)
  - You may be familiar with terminology, it doesn't mean they are
  - Speak clearly and not too quickly
- Respect
  - Be mindful of your tone and your expectations
- Empathy
  - Be mindful of how the other person is feeling
- Positivity
  - A negative attitude will likely result in negative responses



Consider contacting suppliers before your purchase to check availability and lead times.

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- Make the effort to get someone's name and title right
- Consider what is an appropriate way to start a letter
- Be clear in your communications and respectful
- Listen carefully and engage with someone's answers

