

# Build relationships through writing

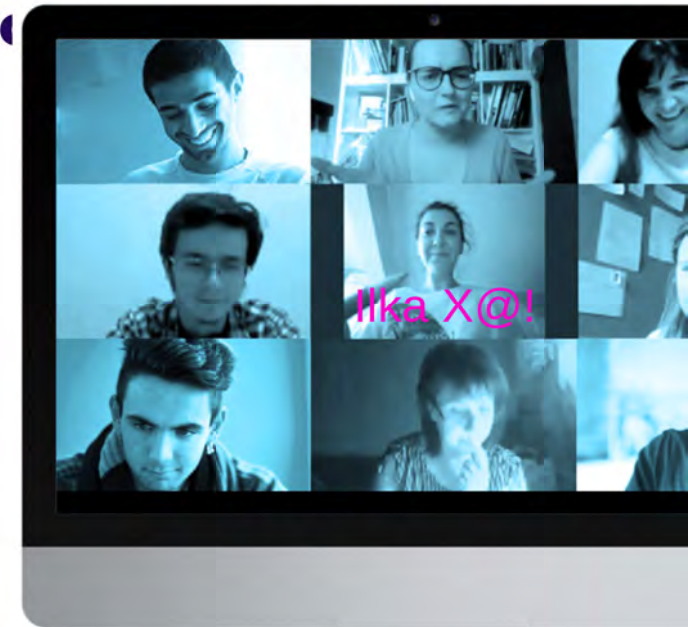
Professional Skills

Theme:  
Masterful Workplace Writing

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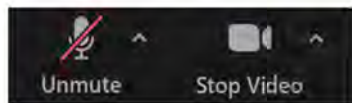
# Before we start, please make sure...

- ✓ **your name on Zoom is clear (use Latin letters)**
- ✓ **your camera is on and mic is off (unmute when needed)**
- ✓ **you are in a quiet area that helps you focus**
- ✓ **you have a notebook or a note app ready to take notes**

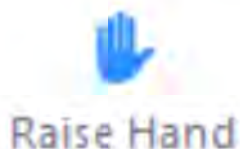


# Virtual learning tools

1



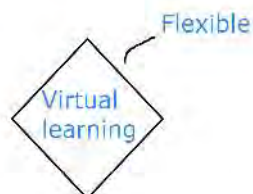
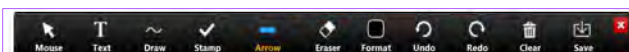
**Unmute** and share your response if you are instructed to (run the audio setup to check your mic).



**Raise** your virtual **hand** to participate.

2

Participate in whiteboard and on-screen activities using **annotation tools**.



3

Follow instructions and use specific **annotation tools** from the dropdown menus.

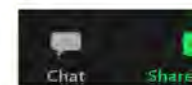
4

Use the **chat** to share ideas and answers.

To: Everyone  
That's a great idea! :-)

Send your message to **everyone**.

Use **react** to give feedback signal you



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## How does it work?



**You need to complete all three parts to get the most out of your course.**

Prepare before class



Live class  
+  
After-class speaking session  
(optional)



Practise after class

# After-class speaking session

**Stay back after class for 5 or 10 minutes to talk to your classmates from around the world.**

**This extra speaking practice will help you...**

- improve your conversation skills
- practise using language learnt in class
- support and help your fellow students
- practise using English in a natural context
- become a part of a global learning community



# Pre-class activities

## Prepare before class



Rapport in writing



Rapport building



Emotional writing



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# Your learning journey

**As a result of this lesson, you should be better able to...**

- **Build lasting relationships when writing by quickly building rapport, connecting emotionally and avoiding damaging behaviour**

**You will find out about...**

- **Building rapport in written communication**
- **Demonstrating emotional intelligence in your writing**
- **Describing how to avoid common pitfalls and damaging behaviour to maintain a lasting relationship**

**You will practise...**

- **Preparing to write an email which builds a relationship with the reader**



## Lead-in



If you could spend 10 minutes in a breakout room with any person (dead or alive) in the world, who would choose?

Mark: Charles Dickens



# Skills focus 1: rapport in business writing

What is rapport?

Why does it matter for business writing?



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## Skills focus 1: practising rapport in business writing

**Read the first 3 sentences in this email. Highlight the language that humanises the writer's language and shows sincerity and emotion.**



Dear Jason

I'm doing good, hope all's well with you.

Thank you for thinking of me when looking for possible members of your training proposals evaluation team. I also feel the position would allow me to use my knowledge and skills to benefit the evaluation team . . .

# Skills focus 1: practising rapport in business writing

## Answers:

○○○

Dear Jason

I'm doing good, hope all's well with you.

Thank you for thinking of me when looking for possible members of your training proposals evaluation team. I also feel the position would allow me to use my knowledge and skills to benefit the evaluation team . . .

**Humanise your language**

**Show sincerity and emotion**

**Humanise your language**

## Skills focus 2: Poll

**What's your mood right now? Choose one of the options.**

- Enthusiastic
- Optimistic
- Content
- Calm
- Drained
- Bored
- Restless
- Concerned



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## Skills focus 2: EQ

Read the quote on the right.

1. What does EQ mean to you in a business context?
2. Why is it important in business generally?

### Emotional intelligence/quotient (EQ)

*... the ability to process information about your own emotions and other people's emotions, use this information to guide your thoughts and behaviour ...*

*Salovey & Meyer (1990)*



## Skills focus 2: EQ



What are some common tones in business writing?

Example: apologetic

## Skills focus 2: EQ – tones in business writing (suggestions)

Apologetic	Concerned	Disappointed	Enthusiastic	Outraged
Cautionary	Diplomatic	Empathetic	Informative	Persuasive
Chatty	Direct	Encouraging	Optimistic	Pragmatic

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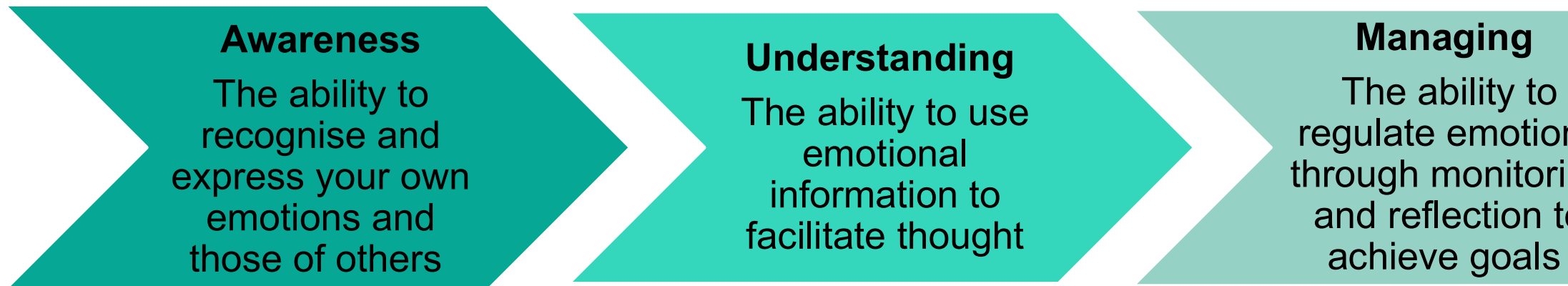
# Task



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## Task: putting it all together

Remind yourself of this tool from the pre-lesson activities. It will help you develop the habits of emotionally intelligent writers.



## Task: follow the steps

### **Awareness**

Step 1

Identify the tone and mood for your scenario  
(e.g celebratory/optimistic)

### **Understanding**

Step 2

Put yourself into the emotional mindset  
Brainstorm words associated with that feeling

### **Managing**

Step 3

Write 1-2 sentences of your message on paper  
or word document



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## Task: preparing your message

Choose one of these scenarios to write about. Share your choice (A,B, C or D) in the chat.

<b>A</b>	An email to congratulate Mike in HR on his promotion.
<b>B</b>	An email to Vickie, your department head, to apologise for missing a deadline.
<b>C</b>	An email to Anna in your department to thank her for helping you with a problem.
<b>D</b>	An email to Mo, your supplier, to inform him your delivery did not arrive yesterday as agreed.

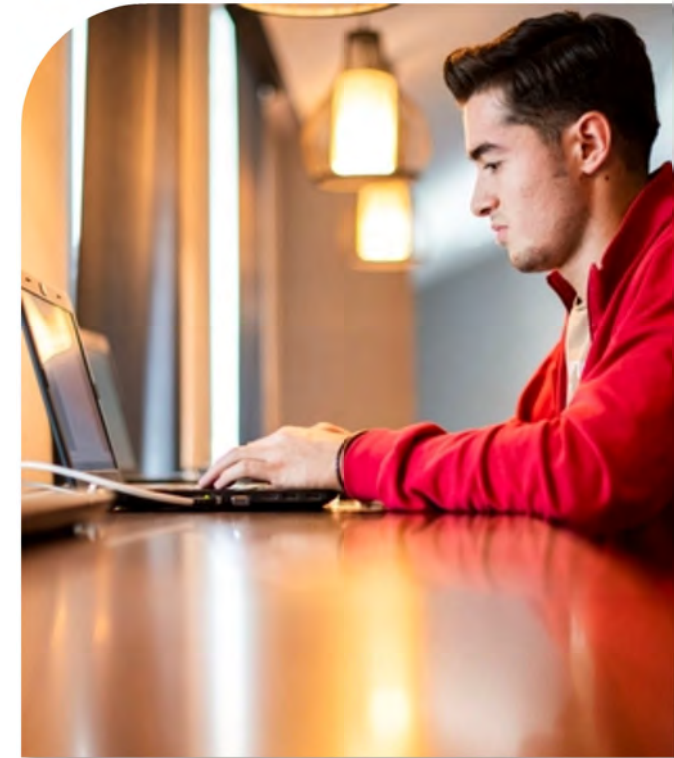
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## Task: preparing your message

**Work with your partner.**

**Discuss the tone and mood of the message you would write. Brainstorm suitable words you could use in your message. If time, write 2-3 sentences together.**

**Be prepared to share this back in the main session.**





## Task: feedback

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# Your learning journey: assess your progress

## Now you are better able to...

- **Build lasting relationships when writing by quickly building rapport, connecting emotionally and avoiding damaging behaviour**

## You have found out about...

- **Building rapport in written communication**
- **Demonstrating emotional intelligence in your writing**
- **Describing how to avoid common pitfalls and damaging behaviour to maintain a lasting relationship**

## You have practised...

- **Preparing to write an email which builds a relationship with the reader**



## What's next?

1. Complete your *Practise after class* activities.
2. For some additional reading on the topics covered today, read the following (3 links):
  - <https://quickstartcopywriting.wordpress.com/2011/01/10/improve-your-business-email-writing-skills-how-to-build-rapport-through-email/>
  - <https://www.theatlantic.com/technology/archive/2018/06/exclamation-point-inflation/563774/>
  - <https://www.thehrdirector.com/features/leadership/importance-eq-business/>

### Practice after class



Damaging behaviour



# How can you get feedback on your writing?

1

**Draft your  
email/report etc**

2

**Type it up (in  
Microsoft Word or  
Google Docs)**

3

**Book a private class**

4

**Get feedback and  
correction from  
one of our expert  
teachers**

# Action planning

What will be most useful from this session for you in your workplace?



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# Materials

## Make sure you have

- downloaded the materials shared by the teacher
- saved the Zoom Chat



# After-class speaking session

**You can talk about any topic that interests you!**

**Use these questions as a guide, if needed.**

- Can you give an example of when you have tried to build rapport with a colleague or customer?
- When is good rapport with your colleagues or customers useful?
- Do you have colleagues who are very good or very bad at building rapport in writing?
- Is it easy to build rapport through writing?
- Are there advantages of using writing to build rapport rather than a face to face meeting?

## Dos

- ✓ Treat everyone with respect
- ✓ Keep your camera on to participate
- ✓ Let others share ideas
- ✓ Listen to everyone
- ✓ Click 'Leave' if you can't stay back

## Don'ts

- ✗ Don't take pictures or record
- ✗ Don't share personal information
- ✗ Don't let your children be onscreen



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## What do you think?

Do you like our new Professional Skills themes?

What did you think of the online activities?

What further information do you need?

For more information, write to

**[support.englishonline@britishcouncil.org](mailto:support.englishonline@britishcouncil.org)**





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# Teacher's Notes

This slide deck was adapted by Jane Warren.

## Notes

*Share your thoughts about the lesson with the next teacher*