

Business Etiquette



BUSINESS ETIQUETTE

Steps to Introduction



- Look straight into peoples eyes
- Smile
- Handshake
- Say your name
- Repeat their name
- May give a little introduction of yours
- Giving a Nickname is absolutely OK

Self Introduction: Activity

Example 1 :

“Excuse me...**You don't know me, but my name is** _____ and I saw your article about _____ in the paper...”

Incorrect

Example 2 :

“Hi/Hello, my name is _____. I am a programmer working with Data systems.”

Introducing Others



- Show respect and regard

- Introduce your parents to your boss.

- State boss's name first and introduce to your parents later

- Introduce the person of the lower rank to the person of higher rank, state the name of the person with the higher rank first

- Introduce a fellow executive to the client, state the client's name first

- Introduce a non-official person to the official person, state the name of the official person first

- While introducing others, state the full name of the people being introduced

Introductions are an important part of an individual's work life. If they are handled appropriately, they become the mark of a cultured and sophisticated professional.

Tell the participants that it is crucial to remember to introduce people. Forgetting to do so may result in the person feeling that he/she has been treated with disrespect.

There are certain rules which need to be followed while introducing others:

1. When introducing two people of unequal rank, always introduce the person with the higher rank to the lower-placed person. E.g., "Mr. David (Vice President), I would like to introduce Mr. Jones (Junior executive)."

2. Introduce a client to a fellow executive.

3. When introducing members of the opposite sex, use age and rank or degree of distinction as a guide. In case the two individuals are approximately of the same rank, age and prominence, mention the woman's name first. If not, you should adhere to the above mentioned guidelines.

4.If, for some reason, somebody has forgotten to introduce you, make the effort and introduce yourself. Smile, extend your hand and say, “My name is _____. I don't think we have met.”

6.Never refer to yourself as Mr., Mrs., Dr. and so on. It is ok for other people to give you a title, but not for you to give one to yourself.

7.Address a person by his/her first name only after he/she has given you permission to do so, e.g., “Please call me Sally.” However, there are certain informal settings where it is appropriate to use first names. Let your intellect and knowledge of business protocol guide you in these instances.

If someone forgets your name, be quick to provide it in order to lessen their embarrassment.

8.When possible, always add a little information to go with the name. That will give people a launch pad for conversation. E.g., “Ms. Sharma, this is Dr. Chauhan, assistant vice president of marketing.” “Ms. Sharma is president of XYZ Company.” Do not command people in the introduction. i.e., avoid saying, “Mr. Roberts meet Ms. Smith.”

9.When being introduced make it a point to stand and greet the person. This illustrates your consideration and respect for the other person. However, if standing becomes awkward, it is acceptable to remain seated. Always shake hands and exchange greetings, such as “How do you do?” or “I'm glad to see you.” their name.”



10.To help you remember someone's name, repeat it as soon as you are introduced, saying, e.g., "How do you do, Mr. Drake?" and practice by repeating the name several times during the conversation. Tell the participants that in order to avoid mistakes while introducing someone they can make note of the following points:

11.If you are not sure whether or not the two people know each other, ask: "Do you know each other?" You may let them introduce themselves.

12.If someone hesitates even for a second when introducing you, jump in quickly and introduce yourself. Everyone can forget a name; even if someone they know very well.

13.Often it is difficult to remember a person's name until we know something about them. When introducing yourself, add some information about yourself.

14.If you are not sure of names it is okay to suggest to people that they introduce themselves.

15.If you forget someone's name as you are introducing him or her, it is okay to admit that you have forgotten. It is better for him/her to say their name than for you to introduce him/her by another name or fail to introduce him/her at all. Be calm and straightforward and say something like, "I'm having trouble recalling your name" or "I remember meeting you but I can't recall

Handshakes



Shake Hands

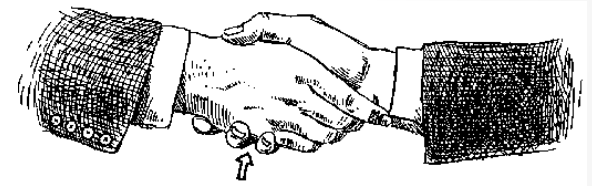


- Use only one hand.
- Shake hands three times and then drop. Don't keep shaking!
- Be sure you put your hand all the way into the other person's hand
- Do not give a wimpy fingertip handshake.
- Be sure to smile and make eye contact when you are shaking someone's hand. **YOU LOOK BETTER WHEN YOU SMILE!**
- Your hands should be
 - clean and adequately manicured.
 - warm and reasonably free of perspiration.

Types of Handshake

- **The All-American**

This is the handshake used by most leaders and corporate executives. The person delivering it will look you right in the eye, fully engage your hand, smile and pump your hand two or three times. This handshake expresses a feeling of relaxed self-confidence.



- **The Lingering Handshake**

This one is firm with a warm grasp and two or more pumps. The end of the handshake pauses or lingers. The lingering quality may denote openness and sincerity, or it may suggest that the person has something up his/her sleeve.

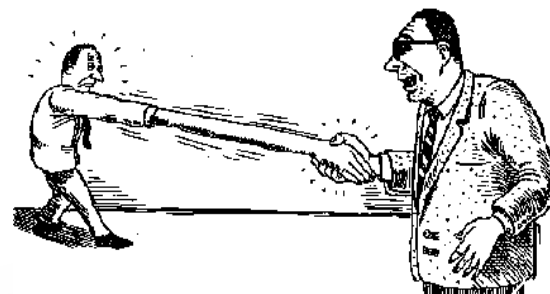


- **The Push-Off**

Even though this grip may be firm and warm, at the end, your hand is pushed or flicked away. The Push-off can range from a slight stiff-arm to a flat-out rejection. This handshake implies that the other person has a strong need to establish his or her own territory and agenda.

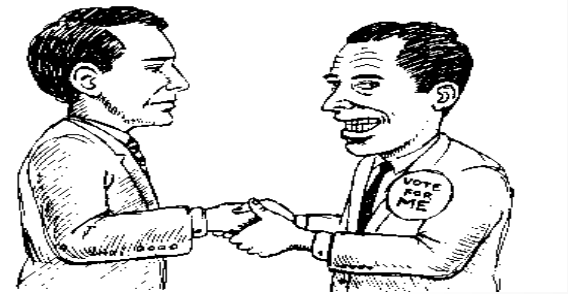
- **The Pull-In**

This person holds on to your hand to pull you closer or direct you through a door or towards a chair. This is somewhat a manipulative handshake.



- **The Two-Handed Shake**

During this handshake, the person's right hand will grab yours while the left hand grasps your wrist, forearm, biceps, shoulder, or neck. The higher the left hand, the greater the manipulation and control. This is the favorite handshake of politicians.



- **The Topper**

The dominant party in this handshake has his/her palm facing down in relation to the other person. Like the winner of an arm wrestling match, the hand on top is clearly in control.



- **The Finger Squeeze**

Like the push-off, the finger squeeze is used to keep someone at a comfortable distance.

This kind of handshake will hurt your hand. This is a very insecure type of person who equates brute strength with personal power.



- **The Bone Crusher**

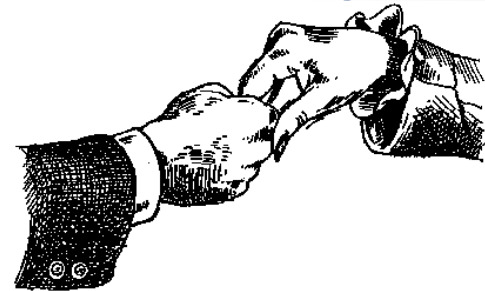
This handshake will tend to turn other people off.

However, this can be a sign of leadership or power.



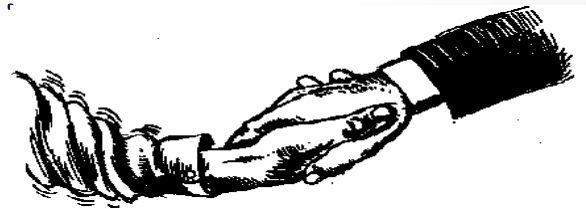
- **The Palm Pinch**

This person just offers you two or three fingers. It is usually given by a woman who hasn't learned how to shake hands properly or who has a fear of intimacy. This person will not have good interpersonal skills.



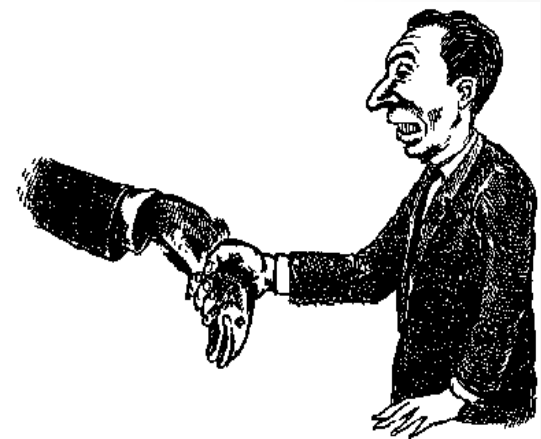
- **The Twister**

In this type, the other person grabs your hand normally but aggressively, twists it under his/her hand at the end. This person is saying, "We may be coming into this as equals, but in the end I'll be on top". This person can turn on you. You may think you're in control, but he/she will attempt to catch you off guard. This is a deceitful or devious type of person.



- **The Dead Fish**

We all know people who offer this kind of cold, clammy, indifferent hand. It tends to drain your energy. This individual tends to be somewhat passive or apathetic.



HENCE.....

- Use only one hand.
- Shake two to three times and then drop.
- Don't keep shaking!
- Be sure you put your hand all the way into their hand;
- Do not give a wimpy fingertip hand shake.
- Be sure to smile and make eye contact when you are shaking someone's hand.
- EVERYBODY LOOKS BETTER WHEN THEY SMILE!
- Your hands are clean and adequately manicured. Your hands are warm and reasonably free of perspiration.

Trouble Shooting Mantra

Q1."Should a man offer his hand to a woman when they are introduced?"
"Do I let a man open my door?"

- If the gentleman is senior then he extends whereas if the lady is senior then she does.

In neuter gender times anyone can extend a hand first however in high context cultures it is women's prerogative. So a gentleman should wait .

Anybody can open the door however in high context gentlemen do offer to open the door or pull the chair of dining table for the lady

Q2."What if I forget someone's name?"

- When you can't recall a name, just put out your hand and say, "please tell me your name again -- my brain just went off-duty," or something like that
- The idea is to go straight for the solution instead of spending time on the problem (i.e. "I am so embarrassed; you are so familiar and I am just drawing a blank on your name.") Everyone forgives the gaffe because it's happened to all of us.

Q3."When somebody introduces you and pronounces your name wrong, do you correct the mistake?"

- Yes. What's important, though, is how you do it. If you have a difficult name to pronounce, go ahead and help the person when she's introducing you. When a mistake is made, don't make the introducer uncomfortable for his efforts. Humor can help. "That's a noble effort. I keep a list of the variations on my desk."
- Chances are it's an honest oversight if your boss omits your name from a Round of introductions. Just wait until he or she is finished and cheerfully offer, "And I'm Seema Sharma. I work with Mr. Kumar."

Q4. "When a person approaches my dining table, do I stand and make the introductions?"

"If I'm in a circle of friends at a party and somebody I know comes over to my group, do I stop the conversation and introduce him?"

- If you are sitting at a meeting and a new male colleague enters, all present should stand to be introduced to him, ditto for a female colleague. When a newcomer approaches your group at a party and you're the only one who knows him, by all means stop the conversation to introduce him around, giving a bit of information about everybody in the group. It also makes sense to explain your connection to the newcomer. "Sunil and I worked together at XYZ Company."

Q5. If you're walking with a group and happen on someone you know approaching from the opposite direction,

- It isn't necessary to introduce them. Similarly, if you are at a restaurant and someone you know walks past your table and says hello, there's no need to stop for introductions.

Workplace Etiquette

OFFICE ETIQUETTE POLICY

No food in workstation.
No personal photos in workstation.
Mobile phone ring tones off.
No music devices in office.
Personal clothing stored in designated
areas and not on chairs.
Email for business use only.

PLEASE CONTACT HR at extension 432
for more information on these policies.

- Phone Etiquette

- Conference call

- Business Meeting

Courtesy In The Workplace



- Why Say, "Thank You "and " Sorry"?
- Forming a "Thank You" and "sorry" Habit

Everyday Courtesy



- Greet everyone you encounter cheerfully and with a smile
- Remember to thank the every one in the office even office boys or guards
- Always show your appreciation with a smile.
- Small talk and light chatter at work is essential; it expresses friendliness
- Be polite to hired help like peons, drivers, delivery boys
- Talk in a soft and clear voice.

Open Office Environment



Avoid Personal phone calls

Wait for the person to call you

Don't snoop over the other persons cabin

Inappropriate and might offend someone

If your teachers are having lunch or are engrossed in their work .Wait !

Clean work area –PEEP –Place for Everything ,Everything in Place

In official groups avoid altercations

Incase you disagree then send a DM

Telephone Etiquette



- Keep your phone on silent in the office/class
- Speak softly and smile while talking
- Avoid using cell phone at your work station/class
- Maintain a distance of 10 feet from others
- Avoid using the phone while talking to another individual
- Excuse yourself before attending to a call
- Avoid exhibiting strong emotions on calls when other people are around
- Select ring tones which don't embarrass you in public
- Wait for the call once you give a call that has been missed
- Message the seniors or teachers and ask the best time to speak

Social Networking



Social Networking Tips !!



- **Be selective**
- **Use privacy setting liberally**
- **Understand company policies**
- **Think before posting**
- **Do it on your own time & computer**
- **Stay professional**
- **Yes! Networking is important**

Be selective - Don't feel obliged to follow or friend everyone from the mail room clerk to the CEO. Just because they're in your company doesn't make them automatic social network buddies. Social media is meant for social connections. Save true professional online relationships for dedicated work networks such as LinkedIn. After all, you probably don't really want the CEO to see you sporting your new bikini at the beach. Only allow people you trust into your social network. Instead of casually accepting all the co-workers or managers who ask to friend you, be selective about who you allow to view your posts.

2. Use privacy settings liberally - When you do befriend a colleague on a social network, consider what levels of access you want them to have. For example, the default settings on Facebook allow friends to see all your updates and photos. However, you can select options to block users from seeing photos -- and even from seeing your update wall. This might be crucial when you're putting up slightly personal pictures. Even better, use separate accounts for business and personal interactions.

3. Understand company policies - Many businesses have tightened up their policies about the use of social media during working hours. If it doesn't fall under the job tasks your employer pays you to perform, they tend to see it as a waste of resources. Make yourself look good by finding out your company's policy before using the office computer to catch up with friends on your social networks, and be sure to follow any rules prohibiting you from using the company name in your profile. Whatever your company's policy, respect that management has their reasons -- so avoid trying to make a case in favor of liberal social networking, and keep in step with your company's rules.

Think before posting - If you feel the need to post an update, tweet a message or otherwise add anything while social networking, stop and think for a moment. Particularly, ask yourself if it's something the boss or colleagues should see. That picture of you throwing paper airplanes off the company rooftop probably isn't suitable for public viewing. Take a breath -- and then post something else. On a social media site, the audience is unlimited, and the content is permanent. An employee may post one photo and quickly remove it, but someone could still archive the page or make a copy.

Stay professional: There is a difference between the personal and the professional when it comes to social media profiles. Businesses can have their own pages and twitter accounts and must clearly restrict them to professional topics of relevance to their fields. Keep the communication straight forward. Avoid controversial topics and updates. Be careful of the pictures you upload. And be polite in your interaction and comments. A rude update from a CEO on twitter can snowball nastily for the company, its brand and its image.

Yes! Networking is important – **Networking is important:** With marketing and information moving from traditional media to online modes, it is important for every professional to have a presence on social media platforms. LinkedIn, the world's biggest social networking site for professionals has over 200 million members globally. It is a great way to interact with other professionals, be a part of forums of like-minded people, get employees, get jobs and hob nob with other professionals. A killer LinkedIn profile affords you larger visibility in the professional marketplace. It can also up your credibility and employability quotient. Keep it updated with relevant skills, experience and credentials.

Business Card Etiquette



- Keep your business card to yourself
- Do not hand out your business card to everyone you see it is distracting and annoying
- Do not fool yourself – handing out a 100 business cards is not an equal to Successful Networking
- Be selective about who you choose to exchange information with. Good Networking helps you identify – qualified leads, references, potential employers...
- Give your business card to someone when they ask for it
- Write a note on the back of the business card before you hand it over

Business Card Etiquette: Tips



- Be prepared
- Remember to hand out business cards
- Exchange business cards with grace
- Give only one business card to a new contact
- Receive a business card with respect
- Keep your business card to yourself until someone ask for it
- Make the most of your networking by regularly connecting with your contacts

Conference Call - Advantages

- Eliminates the need for face-to-face meetings
- No expenditure on travelling & time wastage
- Achieves more productive meetings
- Enables fast brainstorming
- Helps make prudent decisions right away



“Every great man is always being helped by everybody; for his gift is to get good out of all things and all persons.” - John Ruskin

Conference Call - Challenges

- Lack of familiarity with behavior & protocol
- Background noise & disturbances
- Lack of facial expression & body language



“The skills are transferrable—whether I’m delivering a message in person or presenting over the phone, these skills are far reaching.”

Conference Call Essentials

Basic Needs

- **Clarity of speech/thought**
- **Diction /Articulation**
- **Pace of conversation**
- **Listening and Comprehension**
- **Interjection**

• Basic Needs

Protocol

- **Call Etiquette**
 - Introducing
 - Hard stops
 - Late arrivals
 - Those leaving early
- **Usage of Mute**
- **Acknowledgement**
- **Adherence to Time**
- **Closing**
- **Minutes of Meeting**

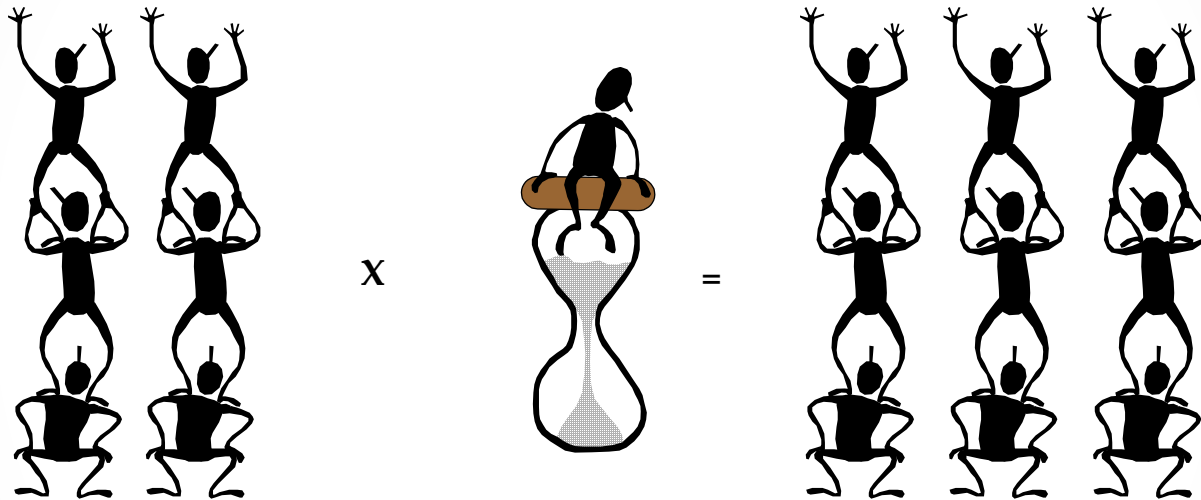
Advanced Needs

Conference call essentials

Conference Call Essentials



An Average Conference Call



6 GE Members

Average 1.5 hrs.

9 Man Hours

DO THE OUTPUTS MEET THE OBJECTIVES AND IS IT VALUE FOR MONEY?

Scope of the Workshop

We would

- learn how to plan effectively
- enhance communication
- understand cultural variations

We would not

- learn negotiation techniques
- focus on accents (USA / UK etc..)
- address technology

Customer's Feedback

- Lack of role clarity - exactly who is responsible for what
- Individuals erratically accessible
- Unfamiliar voice and accent- sometimes confusing & may convey the message incorrectly
- Cultural differences - leading to frustration e.g. questions not answered directly, affirmative vocal support (*aha, OK, Yes...*) leading to misinterpretations

All Dimensions Are Important!



Planning

Identifying pre requisites

Essentials during call

Post call to dos

To enhance :

- Improved relationships with Customers
- Focused discussions

Pre Requisites

- Plan and communicate agenda & time to all members
- Prepare for the call/meeting
- Book a conference room
- Check if telephone instrument is working and has a speaker phone
- Communicate specific roles and responsibilities
- Identify SPOC and 'Minute Taker'

Role of SPOC/Chairperson

- Call for the meeting 20 min prior to log-in time
- Ensure to log in 2 minutes before time when you the host and on time when you are the guest
- Introduce every member ,their role and responsibility at the opening
- Map expectations and allot time for each
- Keep the focus on agenda items and time
- Indicate time out
- Announce Hard stops ,early leavers and late arrivals right after introduction

Essentials During Call

- Review points of the previous call & agenda (if applicable)
- DO NOT utilize this time for '*clearance*'
- State your name before speaking each time
- Switch off mobile phones/pagers (mute is cute)

LOGGING ON TO AN ON GOING CALL - NOT EARLIER OR LATER THAN THE GIVEN TIME

Essentials During Call

- Approach the agenda systematically
- Provide silence (*10 sec. Pause*); wait, do not interrupt or distract
- Wait to interject and give your opinion not put down theirs.
- Conclude each point mutually
- Make a note of action points

Essentials During Call

Summarize

- The agreed upon points
- The follow up items
- The next call date, time
- Information to be sent
- Ownership of all concerns
- Ask for any other concerns
- Close the call by formally stating... *Good day or Thank you*

END WITH PLEASANT WISHES

Post Call To Dos

- Record and circulate the minutes
- Follow up on the action items
- SPOC to take lead on deadlines
- Send a thank you note to the customer appreciating the time and interest

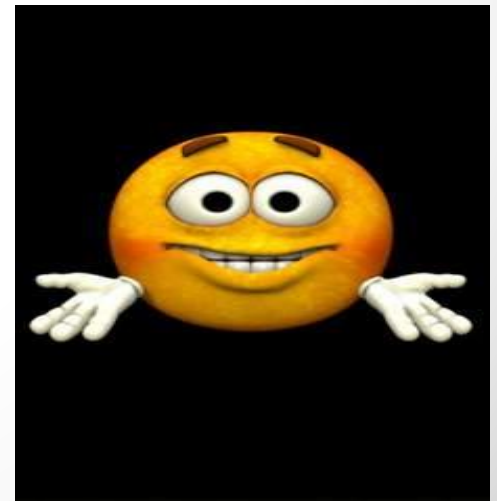


- 1.Introducing : Leader needs to introduce the team with their name and roles and responsibility
2. Hard stops: Announce the time when you end the meet in the beginning only
- 3.Late arrivals and Those leaving early : Announce the late arrivals and early leavers in the beginning to avoid any confusion
4. Put your phone on mute when on the listening mode as Mute is cute
5. Please don't munch anything even when you are not visible
6. Interject politely
7. Log in 2 minutes prior when you are the host and on time when you are the guest .
- 8.Thank the members when closing and leave only after the guests have left .
9. Mention roles and responsibility and must mention who is writing MOM.
- 10.Check the system and equipment minimum 30 minutes before VC or CC
11. Say your name every time you come on call

I AGREE



I DISAGREE



To agree or disagree with anyone follow this pattern:

1. Start with the following phrases :

- I feel
- I believe.....
- In my opinion.....
- According to me
- From my experience
- From what I know.....
- From what I have experienced.....

2. Give 3 reasons

3. Conclude with your starting phrase starting your sentence with
Hence

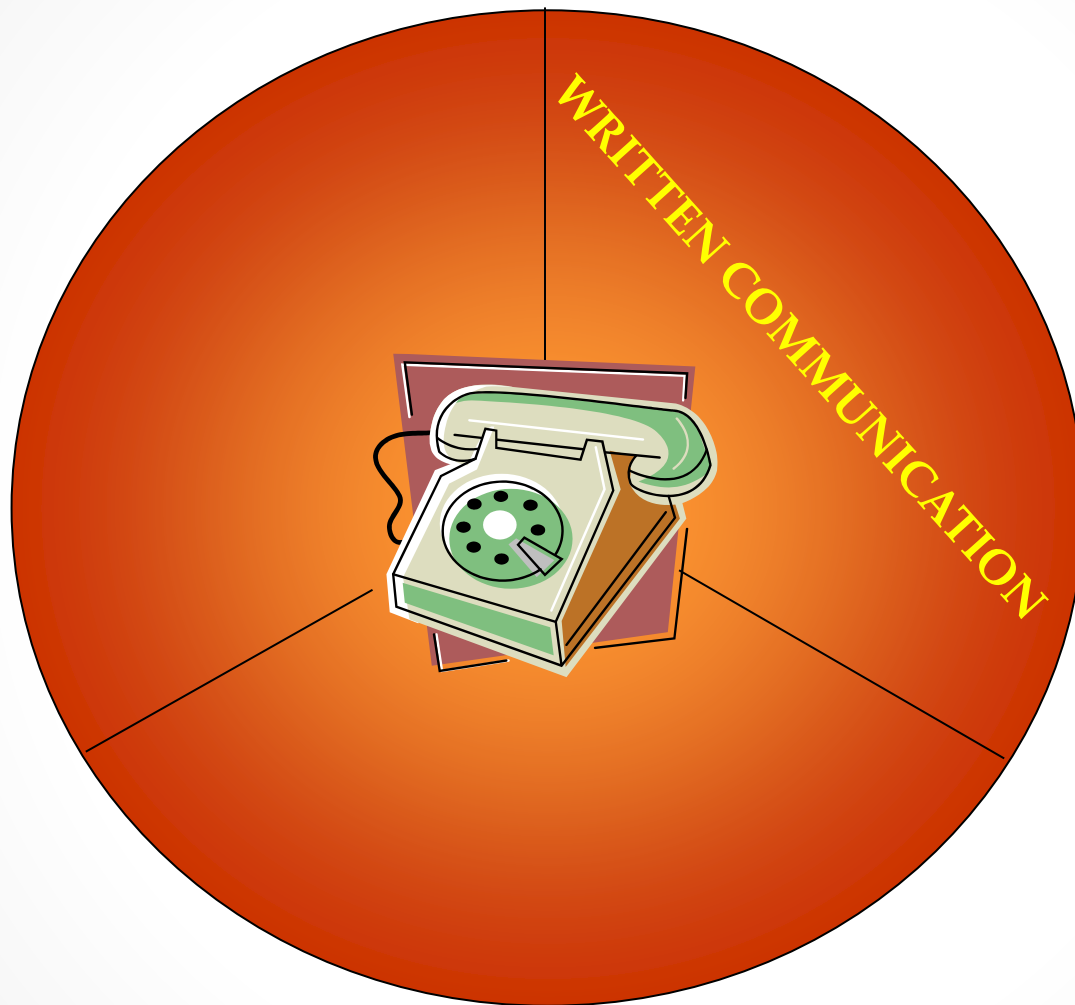
I feel ,I believe etc.

Please remember : End with the same phrase you started with

Eg: I believe Pizza is the best food available because

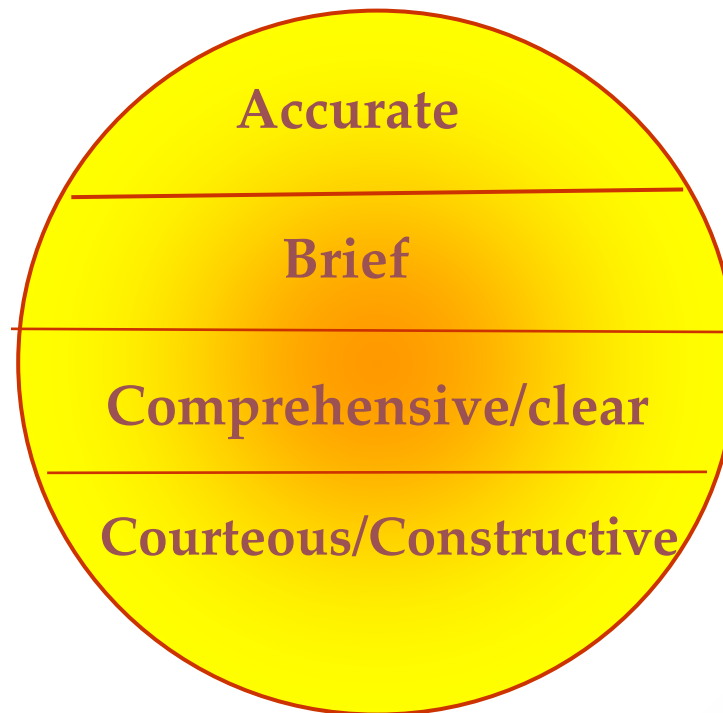
1. It's a fast food .
2. It has balance of vegetables-meat and carbohydrates.
3. It's very tasty

Hence I believe Pizza is the best food available



ABCC MODEL: CUTTING EDGE

E-mail writing



Is your mail Accurate ?

Grammar check and Spell check

Example

- I sent the consignment a weak ago.
- We saw the truck parked their .
- Rohit give the presentation yesterday.
- My Boss gave me a task tomorrow .

Punctuate appropriately .

Problems with Punctuation

E-mails without full stops or commas are difficult to read and can sometimes even change the meaning of the text

Small paragraphs separated by blank lines are much more readable than long run-on pieces

Careless writing skills demean your intelligence and integrity

Placement of Comma Can Change the Meaning

Woman ,without her ,man is nothing.

Woman without her man ,is nothing .

Comma

- **Use a comma to separate a phrase which precedes the main sentence.**
- **Use comma to convey the correct meaning**

For any further clarification on vendor discount related issues, please call Monica Giroux on Dial Comm. 8*622 2107.

- **Use comma to set off linking words**

Request the client for the check number. Then, go to the fleet window and get the copies

- **Examples of linking words**

However, Moreover, Therefore, Nevertheless, Thereby...

Colon

- The colon 'announces' that a list is about to follow; it is the gateway to that list. It means : 'As follows'
- The requirements for this position are :
 - A degree in Accounts or Economics
 - Sound financial background

Apostrophe

- The apostrophe is used to:
- **Show possession**
 - Anu' s case studies
 - Satish's dashboards
 - Boys' shirts
- Don't use apostrophe with non –living
 - Table's leg (incorrect)
 - Table leg or leg of the table (correct)
- **Show contractions (not acceptable in formal writing)**

• It'll (It will)	Won't (will not)
• We'll (We will)	Wouldn't (would not)
• Can't	Couldn't (could not)
• Shan't (shall not)	Shouldn't (should not)
• Doesn't	Didn't (did not)

Accuracy

- Convey information appropriately
- Check accuracy of figures facts & words
- Accept and apologize: if data is not available

WHEN IN DOUBT - ASK!!!

Get started. Good Starting is half the job done



B- Be Brief

Concise

- ✖ This is to thank you for the quick response
- ✓ Thank you for the quick response

- ✖ This report is in connection with the internal job postings
- ✓ This is a report on internal job postings

- ✖ In majority of cases it is found that the trains are on time
- ✓ The trains are usually on time

Concise

- ✖ John will arrive at about nine o'clock
- ✓ John will arrive at or about nine o'clock

- ✖ I need the following information in order to complete the report
- ✓ I need the following information to complete the report

- ✖ The meeting will be held for the purpose of discussing the visit of Jack Welch
- ✓ The meeting will be held to discuss the visit of Jack Welch

Active v/s Passive Voice

Active Voice

In the ACTIVE VOICE, the emphasis is on the actor – Mr. Shah. This puts the sentence in the active voice and makes Mr. Shah the center of interest.

ACTIVE : Mr. Shah helped the customer complete the KYC formalities.

Passive Voice

In the PASSIVE VOICE, the customer – and not the key actor – is the center of interest.

PASSIVE : The customer was helped by Mr. Shah to complete the KYC formalities.

When to use Passive/Active Voice

Passive Sentences

- Appropriate in reports and technical writing.
- Make the sentences sound formal.
- Generally Requires more Words.
- Conceals the actor in the context.

Active sentences

- Appropriate if the report or the content is informal.
- Allows you to show vigor and assertiveness.

Writing Skills - Precision and Conciseness

Use Plain English

Example

At this point of time, we usually initiate, in the majority of instances, a query resolution process

Vs

Now , we usually initiate a query resolution process.



Writing Skills - Precision and Conciseness

Let's not be formal & stuffy

Example: I am in receipt of an undated letter in which you have advised that you have an agreed arrangement to pay Rs 500 per month.

Vs

I have received an undated letter in which you have agreed to pay Rs. 500 per month.



C

**Comprehensive
Don't use jargons
and abbreviations**

- BCUbe seeing you
- BTW.....by the way
- FWIW.....for what it's worth
- FYI.....for your information
- FYAfor your action/attention
- PFAplease find attached
- TAT.....Turn around time

What are some words you use in your workplace that would be considered jargon elsewhere?

Clarity

- **Precise and Familiar Words**
- **Articulate Effectively**

Visual clues-
How clear is the
mail?

Dear Ms. Sangita,

Thank you for your inquiry. Our prices vary with the type and complexity of the work that you need done as well as your timeliness. As you may have noticed on our web page ,we offer services that include creating resumes and employment materials, editing academic materials, editing manuals and reports, authoring original materials, and delivering training seminars. Because of the diverse nature of our services and the varying skills needed to complete different projects, we quote projects on an individual basis. The easiest way for us to quote a project is if you can send us some information on what you need done, including sample pages, or give us a call and we can talk.

Jerry Tondon

Or is this better ?

Dear Ms. Shah,

Greeting !

Thank you for your email. Our prices vary with the type and complexity of the work that you need done as well as your timeliness.

As you may have noticed on our web page, we offer services that include:

- Creating resumes and employment materials
- Editing academic materials
- Editing manuals and reports
- Authoring original materials
- Delivering training seminars

Because of the diverse nature of our services and the varying skills needed to complete different projects, we quote projects on an individual basis.

Next Step: The easiest way for us to quote a project is if you can send us some information on what you need done, including sample pages, or give us a call and we can talk.

Thanks,

Jerry Tondon
9868920431
jerrytondon@gmail.com



...

Mechanics of Writing

3 Parts of Mail Body



Start by clearly mentioning the purpose of writing the mail



Clearly set the context for the said mail



Specify the desired outcome at the end of the mail

Audience – Who, What and Why?

Consider who your audience is/are and what they want from you.

Use the following questions to help you identify your audience and what you can do to address their wants and needs:

1. Who is your audience?
2. You might have more than one audience? If so, how many audiences do you have? List them.
3. What does your audience need? What do they want? What do they value?
4. What is most important to them?
5. What are they least likely to care about?
6. What kind of structuring would best help your audience understand and appreciate your argument?
7. What do you want your audience to think, learn, or assume about you? What action do you want your writing to trigger?

Subject Line

- ✓ Subject lines are like trailer of a movie.
- ✓ Should be Crisp and clear
- ✓ Should be reflection to the main point of your idea
- ✓ Should hook your audience



Subject Line

Subject line is a
must!

A subject line
must give a clear
understanding of
the objective of
the email

It should contain 3
– 7 words as most
mails are read on
the phone

Subject line can
have only 3 'Re Re
Re: Reply subject
line

Include logical
keywords that are
easy to search

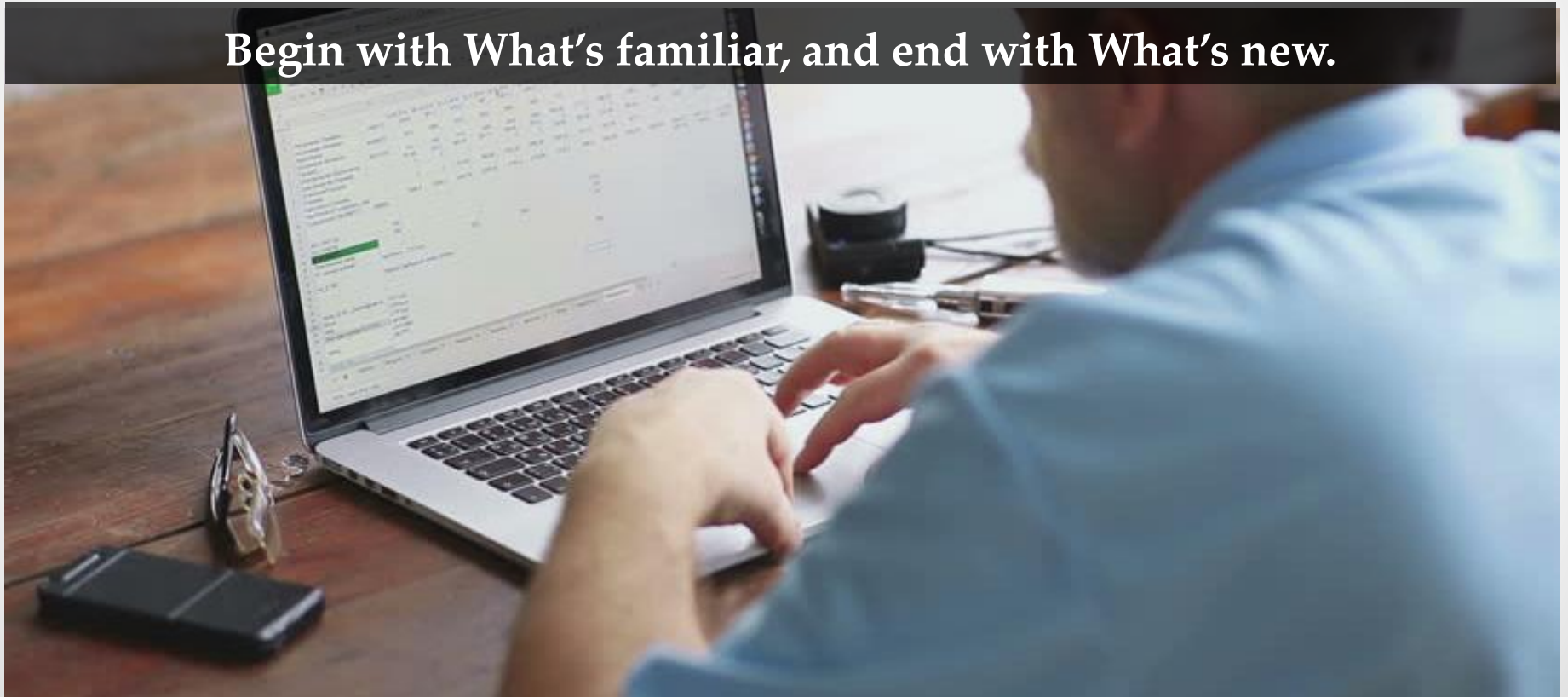
Keep it simple &
concise

Salutations

- ✓ With any salutation, Mr. is followed by the Last name. **Dear Rahul or Dear Mr. Sharma.**
- ✓ The standard way to open a **business** letter is with *Dear*, the person's name (with or without a title), and a comma, like this: **Dear Ms. Sharma,**
- ✓ Unless you are certain that a woman prefers Miss or Mrs., use the title Ms.
- ✓ If you are writing to two people, use both names in your salutation, like this: **Dear Mr. Nair and Ms. Singh, or Dear Raj and Shristhi,**
- ✓ If you don't know a person's name or gender, avoid "To whom it may concern." Instead, use the job title or a generic greeting:
Dear Claims Adjustor, Dear Sir or Madam,

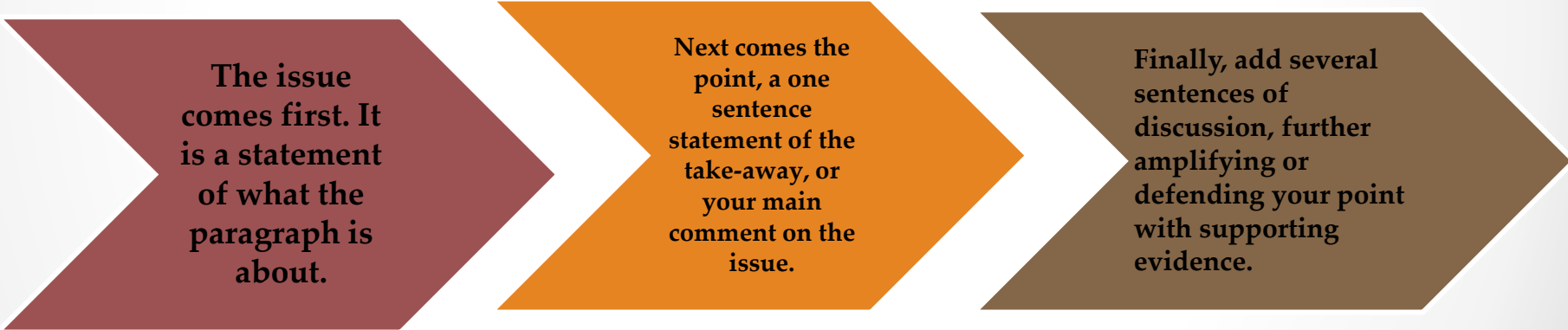
Build on Strong Paragraphs

Begin with What's familiar, and end with What's new.



Include Issues, a point and a discussion.

Each paragraph should have three elements: **an issue, a point and an appropriate discussion.**



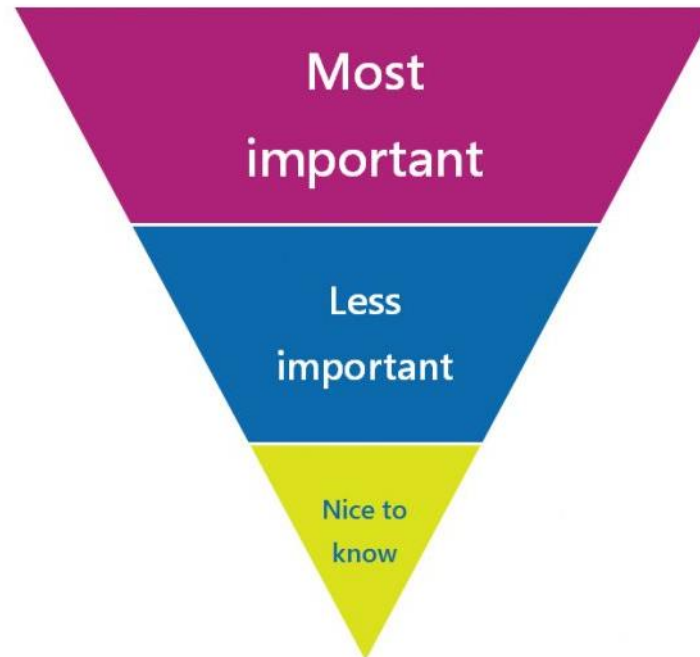
The issue comes first. It is a statement of what the paragraph is about.

Next comes the point, a one sentence statement of the take-away, or your main comment on the issue.

Finally, add several sentences of discussion, further amplifying or defending your point with supporting evidence.

Use inverted Pyramid Strategy !

The lead :Maximum words on top
The body :Further information
The Tail :Least number of words at the bottom



Crucial information that the reader must know

Supporting details that the reader should know to understand the main idea

Background information that is nice to know

Tone of Emails

Bad Tone	Good Tone
Forward the email to my employer straight away.	Requesting you to share the email with my employer asap.
You didn't submit the report on time. Where is it?	As the deadline of the report was 10 th May, your report is expected immediately.
You have been coming to work late all week.	Taking in account your last week's entries, you are instructed to be on time henceforth.
Your work is not up to the mark. Fix it!	Connect with me on the feedback of your work as there is a huge scope for improvement.

Rules for Tone of Emails



1. Focus on the Issue, Not the Person
2. Focus on the Solution, Not the Problem
3. Focus on the Facts, Not your Opinion

Courteous

- Be sincere, tactful & patient
- Use expressions that show respect (*thank you, please...*)
- Empathize

CHOOSE NON DISCRIMINATORY, RESPECTFUL VOCAL EXPRESSIONS

Sample Mail

Hi Rohit,

Hope you had a good start to your day.

This is to inform you that Rahul of our team has been coming to work very late lately, his part in the project is lacking behind because of which we all will fall back.

He is talking on the phone all the time, they are mostly personal call from the looks of it. This is eating into his time.

If we are not able to finish the project by 5th June, which I think is how it looks, You must know it is because of Rahul.

Please take some actions!

Awaiting your reply.

Sample Mail

Hi Rohit,

Hope you had a good start to your day.

This is to give you a weekly update on the progress of the Reliance GI project.
With respect to the deadline as 5th June, following is the progress report of each member:

Team Member	Project Completion
Shalini	78%
Nilima	89%
Sona	70%
Shruti	81%
Rahul	30%

Using only facts to
Highlight the problem.

With respect to the above, I would like to bring out the following to your notice:

- Rahul's performance has not been upto the mark.
- For the past week, he has been coming to work post 9:30.

Requesting you to look into the matter as one team member's chil affects the entire team's performance.

Writing Skills – Tone Constructive /Positive

Be specific and positive

Dear Ms. Sisodia

According to our files , this office has no record of any cheque received for your November payment as you claim. Consequently, unless you can furnish proof that the bill is actually paid , the company has no other choice but to turn the matter over to a collection agency.

VS.

Dear Ms Sisodia / Hi Neeraja

Still awaiting the cheque for November payment as you claim. Kindly furnish proof, failing which the matter will be turned to the collection agency

Closing Note

Close an email on a positive note or future focus.

Examples:

1. I'm looking forward to your reply.
2. We look forward to a successful working relationship in the future.
3. I would appreciate your immediate attention to this matter.
4. Please feel free to contact me if you need any further information.
5. Please let me know if you have any questions.
6. I hope the above is useful to you.

Email Etiquette

- Rule #1: Always include a subject line
- Rule# 2: Do not write in ALL CAPITALS
- Rule #3: Do not discuss confidential information
- Rule #4 a: Take care with abbreviations & emoticons
- Rule #5: THINK before you send, don't flame
- Rule #6: Attachments only if necessary
- Rule #7: Keep the message focused and readable
- Rule #8: Do NOT overuse: "URGENT" / "IMPORTANT" or "High Priority" option
- Rule #9: Use bullets or numbers whenever possible
- Rule #10: Don't forward or send emails containing offensive, racist, or obscene remarks
- Rule #11: Keep Language Simple & Jargon free
- Rule #12: Respond Promptly

Assertive Communication

**Have the
ability to say
NO**

- Don't say no directly
- Support with specific reason and provide solution when possible
- Back up with data, facts and figures
- Be polite
- Problem –Solution approach



Iceberg Principle



Ice berg Principle

Observation that in many (if not most) cases only a very small amount (the 'tip') of information is available or visible about a situation or phenomenon, whereas the 'real' information or bulk of data is either unavailable or hidden. The principle gets its name from the fact that only about 1/10th of an iceberg's mass is seen outside while about 9/10th of it is unseen, deep down in water.

Culture: Low Context



- Low context communicators tend to express themselves in clear, concrete and unambiguous terms.

- Exchange of Information and opinions – key purpose of communication

- Build interpersonal connections of shorter duration

- Task-centred

- The Germans, Americans, Scandinavians and Finns tend to fall at the far left of this scale

Culture: High Context



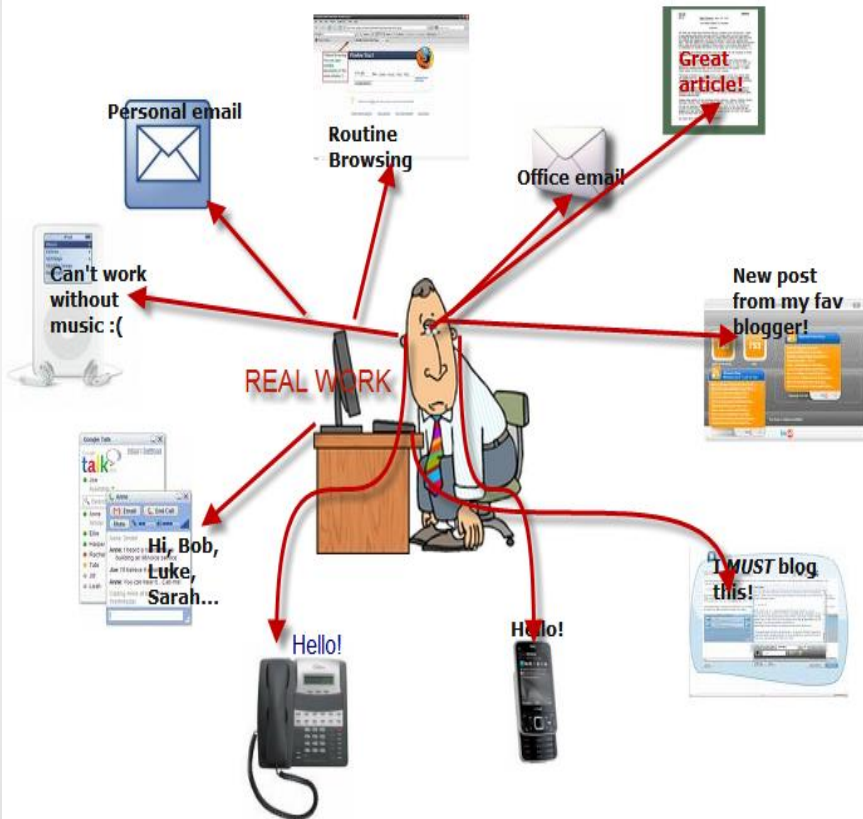
- High context communicators tend to express themselves in more implicit terms. This includes their tone of voice as well as their body language
- Focus on forming and developing relationships
- Build interpersonal connections of longer duration
- Decisions focused around personal relationships
- People from India, UK, China, Japan, the Arab World and France tend to be high context communicators.

Culture: Monochronic



- Keeping to time or appointment is very important
- Schedules are strictly adhered to
- Highly committed to doing one task at a time
- Fix task deadlines in advance
- Do not delay bad news
- Numbers and facts are the basis of every business undertaking

Culture: Polychromic



- See time as very flexible
- Schedules may be adjusted at the very last minute
- Tend to perform multiple tasks simultaneously
- Do not rush meetings
- Try to soften any bad news
- Higher commitment to relationship building than to task completion or meeting deadlines

Cross Cultural Communication: Tips



- Slow down
- Separate question
- Avoid negative questions
- Take turns
- Check meanings
- Avoid the use of slang
- Watch the humor

'LEARN'

- | | |
|----------|--|
| Mantra 1 | L isten |
| Mantra 2 | E mpathize |
| Mantra 3 | A sk relevant questions |
| Mantra 4 | R espond appropriately |
| Mantra 5 | N otify all stake holders and get agreement |

DO IT!