

Communication for Leaders

Mod 2 – Nov. 8

Group 1



Business Communication for Computer Scientists and Engineers
Bill Manos / Fall semester 2021

Do Not Record Our Classes



Protecting intellectual Property

Please do not disclose any slides or information regarding the exercises, homework and what you learn in this course to other students. This will reduce their learning experience. The element of surprise is better!

Do not share the slides or information from the course with others outside of class. This is my intellectual property which is intended to be used by yourselves.

Honesty in the Best Policy – High Value in my courses

Do not sign in if you are not in the classroom
This is dishonest and will force me to waste everyone's
time to take attendance manually.

Do not participate in a quiz/contest if you are not
present in class.

menti.com

Icebreaker Code: XXXXXXXX

You must sign in with your first and last name to receive a grade.
(Enough letters of your last name to identify you from others with the same first name)



Assignment Review

Communication for Leaders

Module 2

Bill Manos / Fall 2021



Assignments and Feedback

- Don't expect much individual feedback.
- I have over 150 students this semester, with weekly sessions and two or three exercises per session, plus homework
- If you pay attention in class you will have meaningful feedback about what to do (and not to do) and would have a very good idea of what you are learning and how you are doing.

One Thread per Topic



- Reminder: I could miss your assignment if you send two with the same message and the email title is only for one of them. It is better to have one message per thread.

DONE Class Exercise – Email request to lead a project

Due to the spread of COVID-19 your consulting company, which specializes in outsourced data analytics and software development, has just received an urgent project from a major client in the medical industry. A new project team is being formed.

Write an email to your boss expressing your interest to be the project leader. Send the email to me with the title being the same as you would send to your boss , including your name and group at the end of your title.

Time limit: 10 minutes sharp

Visit to the Recipient's Folder



Writing Email People Want to Read



Email is here to stay

All emails are personal

3 types of emails

inquiry and transactional emails

marketing and sales mails

How to be clearly understood

Good email is like a good education

The art of graceful interruption

The number one question

How to get them to write you back



Thinking of the Reader
Open strong



First of all congratulations!

Email Titles - Learned in Mod 1



- What have I skipped in my life before taking your session- Sami Habib-G1
- The beginning of an encouraging communication journey | Sergio G2

Assignments & Exercises



- “Class Assignment” – which one?
- “Homework Exercise” – which one?

G2 Request to be a project leader



- This mail is to inform you that I am very interested in taking the initiative for the new upcoming project for ABC Diagnostics. I believe that I have the right expertise in this field, and I have successfully delivered similar projects from our company before. We're running short on deadline so please consider this request immediately and approve me as the lead.

.. but did you interest the boss?



- **I am interested** to be the project leader of the new project team that **you** are forming. In fact, **my** three years of experience in the field of medical industry , **my** skills, qualifications convince **me** that **i** am the appropriate person for the job

Score: Me 5, Reader 1

Thinking about You or the Reader?



- I just received news about [Urgent Project XYZ] and I'd like to express my interest in becoming the project leader. After my involvement with [Previous project X] and [Previous project Y], I feel strongly that I'm ready to take on this new project. Given the urgency of the situation, I am prepared to give this project my best effort, as I always do for the projects I handle. I have some ideas on how to take this on, and I'm ready to talk . . .

Me 11, boss 0

Request to be a leader
Show benefits to the reader



- Please find attached my project plan and team shortlist.
Please let me know if you are satisfied with my proposal.

This is a good call to action

- “. . . complete the project within stipulated time”

Doing vs. Achieving

Doing

- “I have 3 years of experience”
- “I have experience of project handling in data analytic and software development fields”



Achieving

- What you accomplished
- “Completion of project 3 months ahead of schedule, 32% under budget”



DONE Homework Exercise Mod 1 Takeaways

Write an email to me of about 200 – 250 words in length covering and demonstrating what you learned in our first class that you plan to use in the future.

Deadline was given

Visit to the Recipient's Folder



Email Titles – Takeaways from Mod 1



- Pivot to the Business World Kwonsok OH Group 2
- What have I skipped in my life before taking your session- Sami Habib-G1
- The 7 Reasons No one is reading EPITA Students' Emails – Hafid (Spring)
- First Steps for Leaders Hall ___Ali - G1
- Learning Outcomes After First Session _ Navaz-G1
- Valuable knowledge gained – Ayet Zaidi – Group 1
- Beginning of creating my own brand -- Chandana_Group 2
- RE_ A Life Changing Session *(but the name and group # was missing)*



G1 Takeaways from Mod 1

From: Akhilesh Bandi <akhilesh.bandi@epita.fr>

Sent: vendredi 5 novembre 2021 17:27

To: Bill Manos <bill.manos@epita.fr>

Subject: Takeaways from First Class: Akhilesh G1

Hi Professor Bill

Understanding and thinking in the shoes of the reader will be my biggest takeaway from our first class. Until today whenever I had to write an email to someone I always thought about what am I trying to convey and whether or not I'm writing what I intended to say. I had little to no perspective from the reader's side and whether or not he'd be able to read and understand the contents of my email.

The second biggest takeaway would be using the forwarder instead of replying. It's one of those things which simply hides in plain sight. The moment you mentioned how it'd always have the entire email thread including previous CC and BCC recipients, I felt like why did I not think about that before. I love this feature and I plan on using it extensively from now on. While replying to customer care, bank executives, administration emails, and quite literally every other email where it'd be helpful for the recipient to know about previous conversations.

The third one is about how different the email is when written in active voice instead of passive voice. It was easier to read and sounded better. The tempo flowed when written in active voice.

I aim on understanding the 10 C's of good writing and applying them to every email I write from now on to proactively write better and create an impulse.



Takeaways from Mod 1 (71 Words)



- I am writing this email with reference to share my view on my first class in Communication for Leaders. It was great indeed.
- . Got insights of structure of the course more precisely.
- . Discussing about assignment helped me to correct minute changes while writing email.
- . Learnt how to use Hemingway editor application.
- Concerning, good writing includes clear, concise, and complete. In future these help me in writing good emails and to communicate.

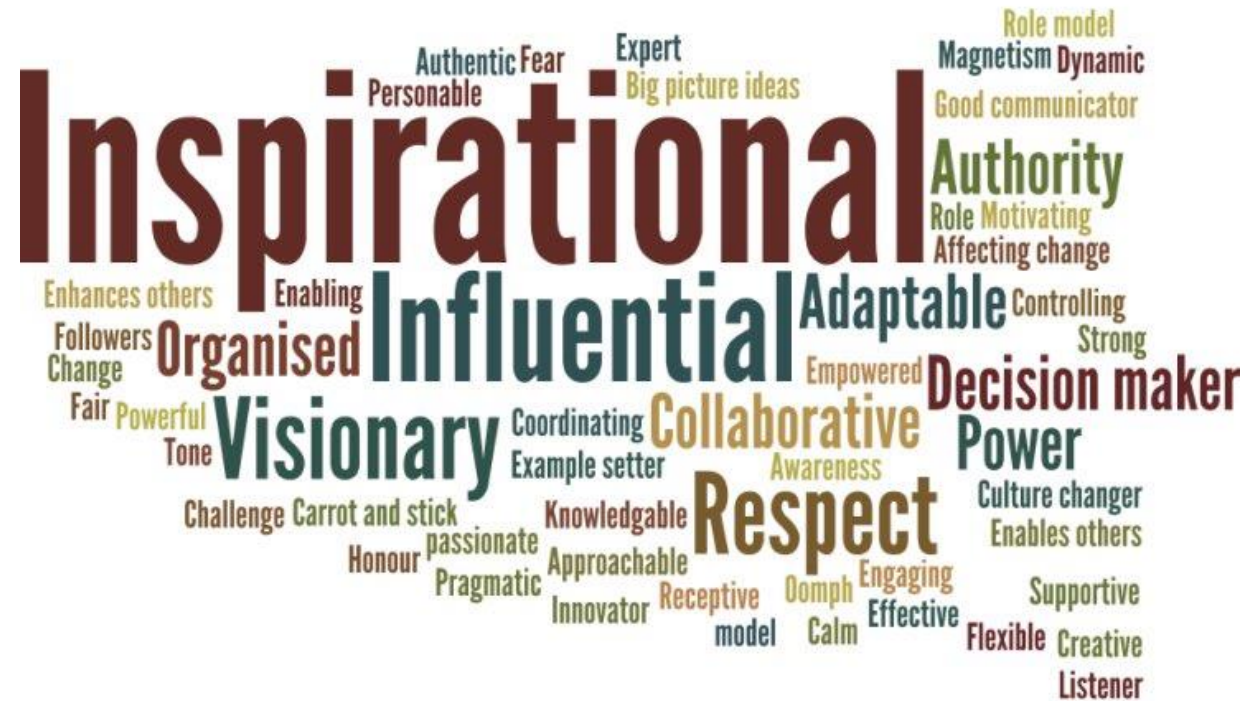
Hafid: The 7 Reasons No one is reading EPITA Students' Emails



- Taking the time to write an email only to receive a bad or a negative response is not a great experience.
- In our session on "Communication for Leaders", we learned these great tips to fix it:
- The receiver is always more important than you are! Think and talk about what they want not what you need.
- Follow the 3 steps rule when writing an email. Bulletproof your points, write the draft and hit that send button!
- The CTA (Call to Action) is key in the email. Always finish your messages with one. Never be passive, be proactive and engage your recipient!
- Avoid using adverbs in your emails as you'd avoid the plague. They are but repetition and complexity that we do not need.
- When building a CV, focus on your achievements. instead of "I worked at the financial department". Say: "I reduced the costs of the financial department by 27% in my first year on the job!"
- Want to polish your draft before sending it to get rid of some adverbs or passive sentences than snuck in? Worry no more! Use the Hemmingway app and it will fix it for you.
- I cannot wait for our next session on Wednesday the 31th of March to learn more communication tips!

Building Your Brand Image

What do you want readers to think about you?



- Your writing communicates your professional and personal qualities
- Be loyal to your brand it in every piece of business communication

What do you want readers to think about you?



- Your writing communicates your professional and personal qualities
- Be loyal to your brand in every piece of business communication

Email



The number one method of business communication

Every Email Matters

Sending documents, reports and other attachments

“Regarding the most valuable part of the course for me, it would be writing letters and reports since it is the only way to make an impact about ourselves to the recipient to select us for any opportunity.”

How will you send the report and letters? Via email?

Will they read attachments if the email doesn't provide a good reason to do so?

Email

Growing in business importance

- Email is the basic tool of global business communication
- McKinsey study shows that email is 40 times more effective than Facebook and Twitter to find new customers
- Radicati Group research shows that at the end of 2019 2.9 billion people use email and sent 246 billion messages per day, 128 billion for business
- McKinsey says that the average office worker spends 28% of their workday managing emails. (likely now higher with COVID)

Three Phases

Writing an email

- Plan
- Write a draft version
- Edit
- For “sensitive” emails send yourself a copy, wait a day – then make a final edit
- This process may take more time, but the ROI is much higher – 10 well written job applications will likely generate more responses than 100 not well-written.

Break

Business Email Titles

What not to write

[CLICK NOW!](#) - I'm importar

[CLICK NOW!](#) - I'm importar

[CLICK NOW!](#) - I'm importar

[CLICK NOW!](#) - I'm importar

[CLICK NOW!](#) - I'm importar

- “Request”
- “Urgent”, “answer needed ASAP” or any cousins – texts and phone calls are for urgent subjects
- DON’T WRITE IN ALL CAPS – it’s screaming at the reader



Donald J. Trump ✓ @realDonaldTrump · Mar 23

WE CANNOT LET THE CURE BE WORSE THAN THE PROBLEM ITSELF. AT THE END OF THE 15 DAY PERIOD, WE WILL MAKE A DECISION AS TO WHICH WAY WE WANT TO GO!



Hillary Clinton ✓ @HillaryClinton · 17h

Please do not take medical advice from a man who looked directly at a solar eclipse.

Business Email Titles

What not to write

- “Don’t use a bunch of exclamation points!!!!!!!!!!!!!!
- When Marketing – don’t use spammy words
 - Free, Buy, Money making, Opportunity, Cash, Hidden
 - Success, Sex, Click, Guaranteed, Win/winner/won
 - <https://blog.hubspot.com/blog/tabid/6307/bid/30684/The-Ultimate-List-of-Email-SPAM-Trigger-Words.aspx>
 - ALL CAPS also triggers some SPAM filters

Ladders and www.ereleases.com/pr-fuel/subject-line-mistakes-to-avoid-when-sending-emails/

Business Email Titles

Start strong

- Length of the title is key – too long might get cutoff and too short might not be clear. 5 to 10 words is good
- Keywords go to the left – consider what the reader might see on a small mobile or in their inbox
- Don't write titles that are not clear or try to be too clever
- Don't be misleading – it might get your email opened but with consequences
- Be relevant and concise

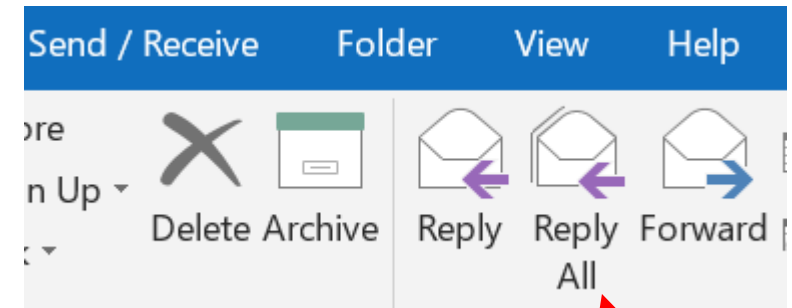
Business Email Titles

Some tips

- Write your message first – then the title
- Change the title of an email thread to show that you added new input (like your name and group #)
- Can also be changed to avoid : Re: Re: Re: Re: Re: Re: ...
- Have clear filenames for your attachments – consider the reader, make it easy for them to know the content or to find it later

Email points to consider

It's not just what you write!

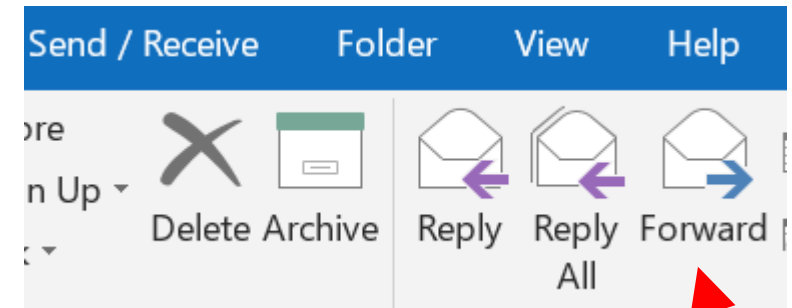


Reply All

- When should you send your message?
 - Never send an email when you are angry, send it to yourself and wait 24 hours, you will change it
 - What time do you want others to think you send emails?
- Who should be on your copy list?
- What is your opinion of “reply all”?
- What is your opinion of bcc:? Forwarded bcc: with a message?

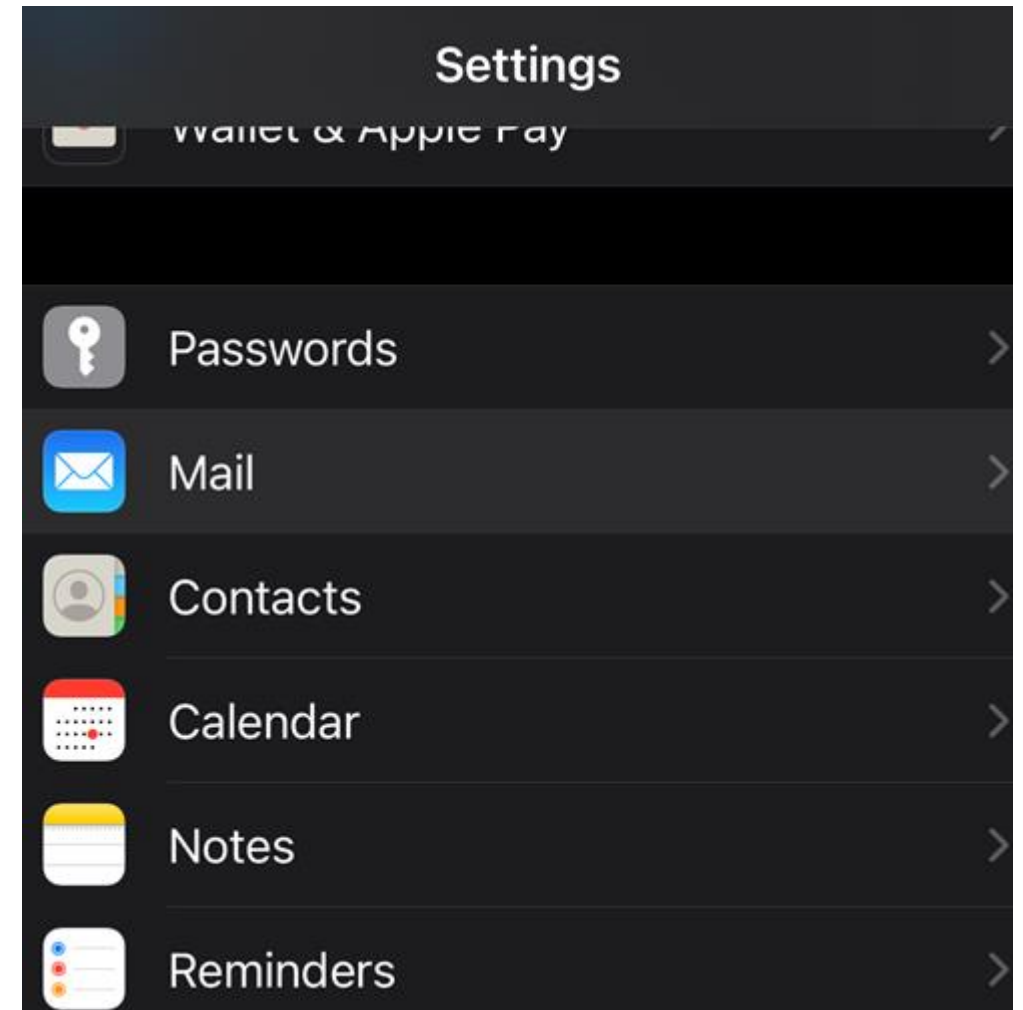
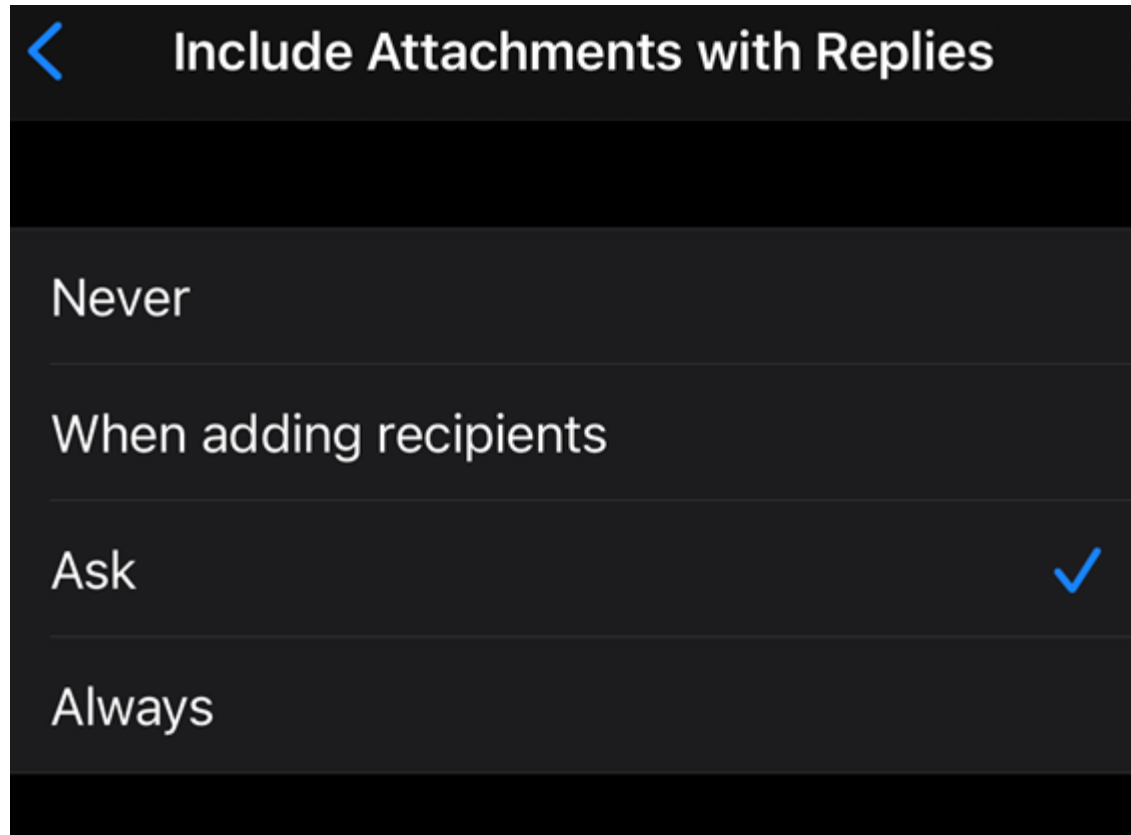
Email points to consider

It's not just what you write!



- Use “forward” not “reply” – this saves the header and distribution list. (for this class you might need to add your name and group # if applicable)
- Keep one email thread on a topic
- Provide meaningful names for your attachments to help the reader (and the email title of course!) Change the title for a different reader – i.e. job applications.
- The above are required in this course to get credit or a response from me.

Other possibilities



Refining Your Writing

“Short and sweet”

- Email length
 - 300 words as a maximum is a good rule to use
 - If you can't keep it concise, possibly email is not the best medium
 - Consider a memo or report
- Simplify the words and style when reviewing
 - **Be clear:** unambiguous and direct, conversational, businesslike, friendly
 - **Be concise:** use short words, sentences and paragraphs

Planning Your Writing



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Consider Your Avatar

What's in it for them?

- Even a meeting invite can be customized
 - How much notice do you want to give?
 - Does the person being invited have any pre-conceived ideas about the subject?
 - Would you write the same invitation to your superiors in other departments than to your colleagues?
- More coming on Avatars in our Marketing course.
- Consider a writing style of “business casual” with some adjustments for people you don’t know



Planning

Structure your writing

- Opening – start strong, assume that the first sentence is the only one that will get read
- Body – the reason why a decision or action should be taken (approve a project, attend the meeting, read your CV, ...)
- Close strong – “ask” for what you want. “Call to Action” CTA
- Signoff – courteous, adapting the formality to the situation and the reader (who might not care that it was sent from your iPhone)
- Always use your name in the appropriate form to personalize the response and indicate closure

“Don’t Bury the Lead”

Structuring your writing



We didn't make runs, no other reason: Gavaskar on India's T20 World Cup debacle

PTI / Nov 8, 2021, 13:13 IST



ARTICLES



We didn't make runs, no other reason: Gavaskar on India's T20...



T20 World Cup: Self-obsession for fitness mantra behind Shoaib...



How to save money on your car insurance premium? 8...



CORONAVIRUS OUTBREAK

Covaxin vaccine

Cowin vaccine registration

Coronavirus live news

Corona cases today

Covshield vaccine

TRENDING TOPICS



“Don’t Bury the Lead”

Structuring your writing



 NEW DELHI: The Indian batters' failure to score enough against strong teams was the primary reason for the team's ordinary campaign in the [T20 World Cup](#), said legendary former captain [Sunil Gavaskar](#), urging the side to change its approach in power-play overs.

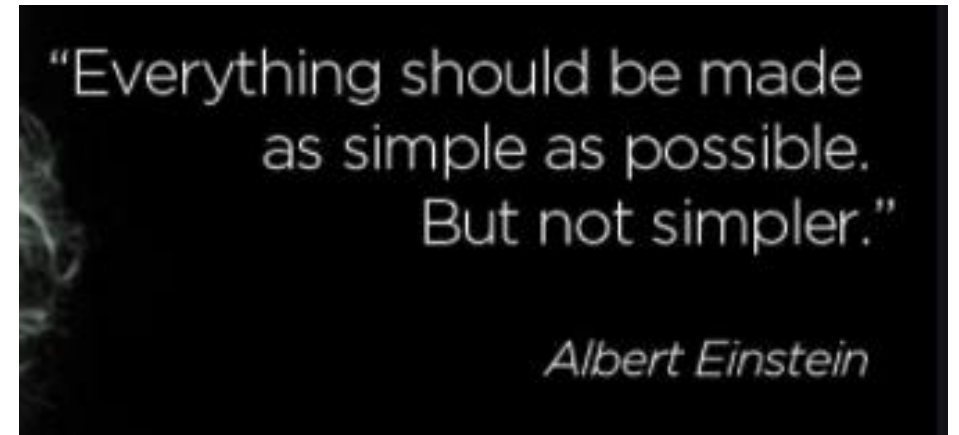
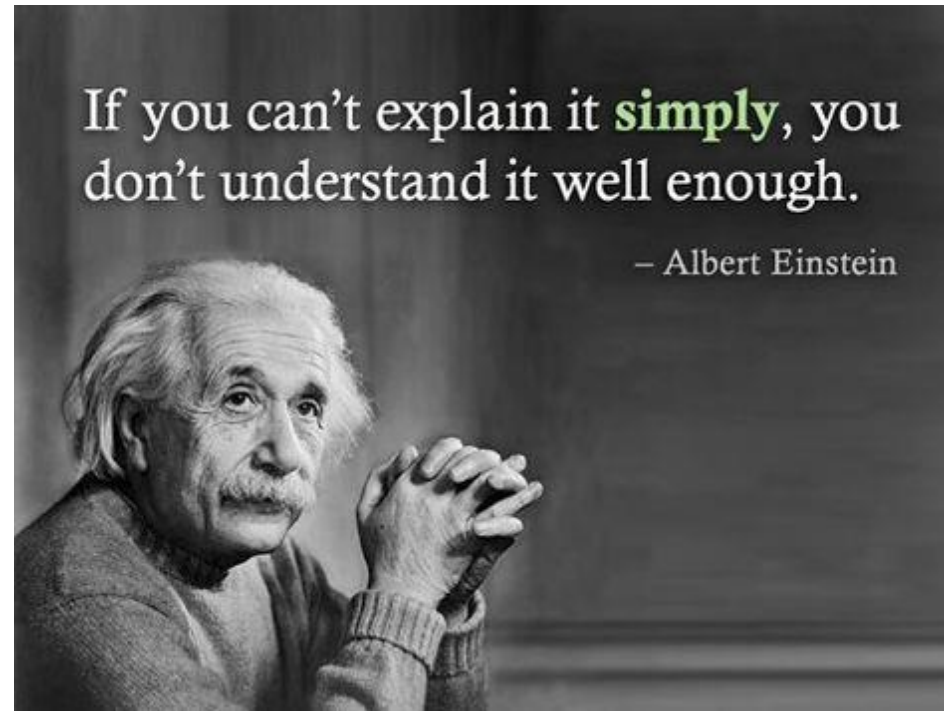
India were knocked out of semifinal contention after losing their first two Super 12 games against [Pakistan](#) and [New Zealand](#) at the ongoing showpiece in the UAE.

Writing Concisely

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Class Exercise – Concise Business Writing

Rewrite the “before” text that I will email to you in a MS Word document. Try to be very concise without losing any of the meaning.

Email your “after” result to me. Put it at the top in the same Word document, including the new word count. The title of your file and the email should be only your names.

Time: 12 minutes

Class Exercise – Concise Business Writing “BEFORE” (145 words)

This email is to bring to your attention that we will be delivering the ABC project next month instead of the earlier deadline for next week. There have been significant ad-hoc changes in the implemented module throughout the course, causing the inadvertent delay.

We have implemented the necessary changes but testing the functionality will require an additional month to cover all the functionalities of the modules impacted. In order to deliver the product with the premium quality, I would need an extension of a month so that we can eliminate any risks and ensure the smooth functioning of the product. The team is working round the clock to ensure success and avoid any unnecessary delays.

The delay would require an additional budget and I will share the cost in my next emails. Please reschedule any planned activities after the roll out to the next month.

Group Exercise – Concise Business Writing “AFTER”

We will deliver the ABC project next month instead of next week's deadline. We are working 24 hours per day implementing necessary changes. Testing and risk management requires an extension, additional cost and rescheduling.

34 words – down from 145



Break

menti.com
Code: XXXX XXXX

You must sign in with your first and last name to receive a grade.
(Enough letters of your last name to identify you from others with the same first name)



Business Proposals



Business Correspondence for Computer Scientists and Engineers

Module 2

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Applying for a Project: Business Proposal Cover Letter

Planning

- Scenario: You work for a consulting company and are making a proposal for business from a potential new client?
- What would you want to highlight?

Applying for a Project: Business Proposal Cover Letter

What might you want to highlight?

- Why you want the project
- Minimal investment with high profit potential
- Your excellent qualifications and proven track record
- In depth knowledge of the market sector including the technology and competition
- Special expertise in the field of interest

Job Hunting Motivation Letter

What might you want to highlight? Same as a business proposal!

- Why you want the project
- Minimal investment with high profit potential
- Your excellent qualifications and proven track record
- In depth knowledge of the market sector including the technology and competition
- Special expertise in the field of interest

Motivation Letter – Job Hunting

Goals

- **#1 Goal of your letter:** Convince the reader to read your CV with a positive point of view (The goal is **not** to repeat your CV.)
- Relate to the reader
- Cover letters supplement the dry information in your CV providing more life to your application and the chance to present yourself as a person. (*Ask you best friend if your letter or statement of purpose sounds like you.*)
- Stand out from the competition
- Show that you understand the role and the hiring company

Cover Letter Structure

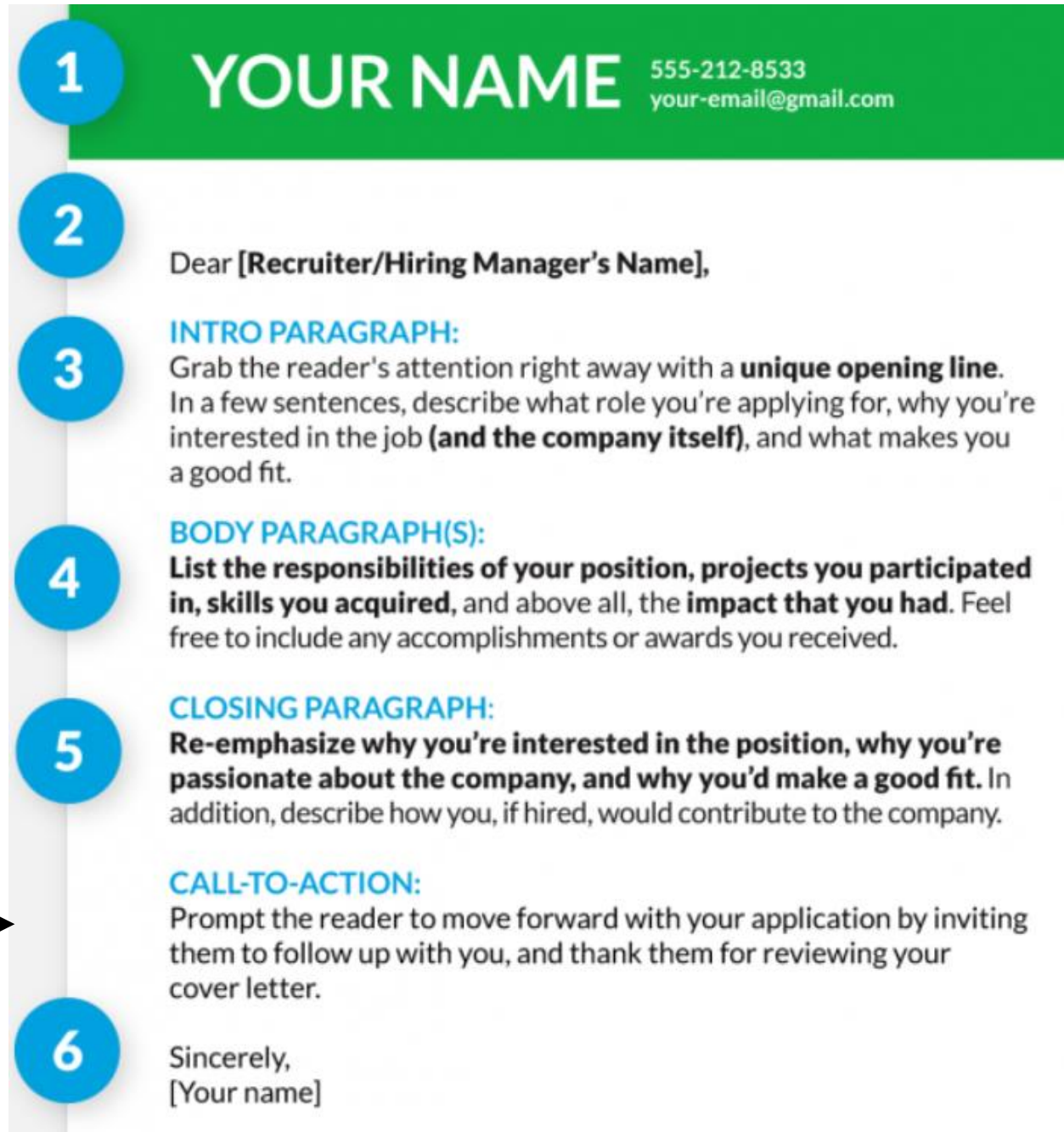


• You →

• Me →

• Us →

• “The Close” →



Cover Letter Structure



- **Greeting:** Address your cover letter to the proper person.
- **Opening:** Write a personable, inviting opening paragraph that notes how your skills are a perfect fit to the job and displays your enthusiasm.
- **Hook:** Highlight your past achievements as they relate to the job you're applying for. (*A “hook” is what I feel is the most important element*)
- **Skills:** Emphasize additional relevant skills, such as computer languages or certifications.
- **Close:** Briefly recap your strengths as a candidate, and include your contact information.

www.monster.com/career-advice/article/sample-cover-letter



Group 1 Roster

- Using the link below, please add your student number and the name that you want me to use when speaking or writing to you in class.
- <https://docs.google.com/spreadsheets/d/1TU6hbLqU8Aq5rmir33wbbwyP66phH7tX/edit?usp=sharing&ouid=108498897770442835766&rtpof=true&sd=true>

Homework Exercise – Applying For A Position Planning Phase

- 1) Research for and select a current online posting for an internship or a job in your specialization that you might consider one day. Your choice must be well-written and well-developed including a very complete job description with specific, detailed qualifications for candidates. Part of your evaluation for this exercise is based on you identifying good writing.
- 2) Create a Word document with a) a clickable link to the posting, b) the job description and c) the candidate qualifications. Text is much preferred but screenshots are acceptable.
- 3) Highlight in colour or list 10 keywords found in the posting that you feel are the most important ones.

Homework Exercise – Applying For A Position Planning Phase

4) Do some research to find something current and interesting about the company you chose or their marketplace. Add it to the Word document. We will use this in our next class to create a “hook” to demonstrate that you are ‘Thinking about the reader” if you were to apply for this position. Part of your grade on this assignment is related to research.

5) Email me the Word document with the title of the attachment and your email title as you learned to do in class.

Deadline G1: Start of class at 14h30 on Friday, Nov. 12

End Of
Mod 2