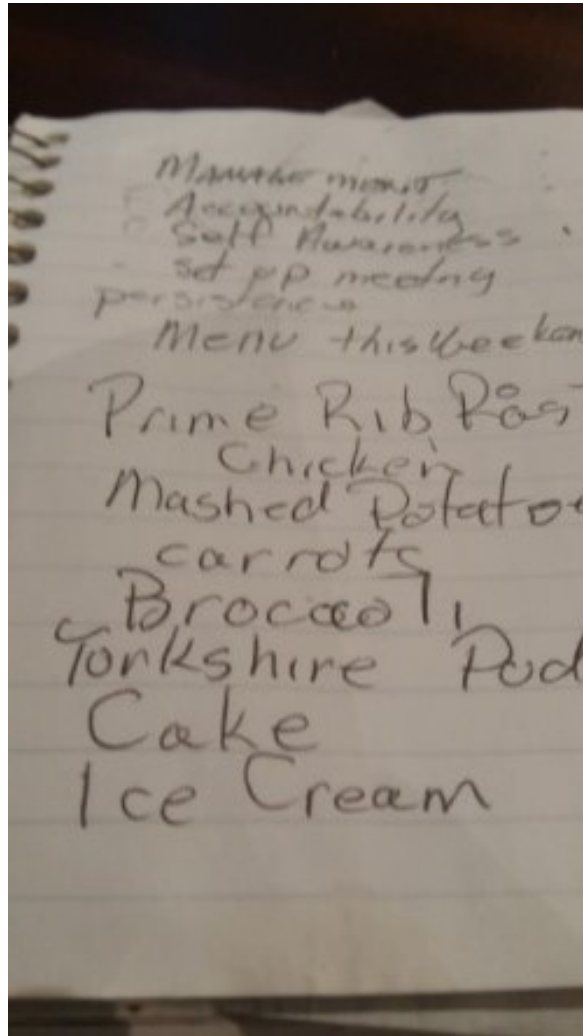


# **Effective Communication In Our Email-Centric World**

**Dennis Ford**



# Today's Outcomes



# Communication Channels

- **Email \ Social Media**
- **Communication Conflict**
- **Accountability**

**Knowing  $\neq$  Doing**

# Effective Communication?

# Effective Communication?

**Transferring information in  
an understandable way.**

# Effective Communication?

**The Giver**

**The Receiver**

# The Measure

**Always the Receiver!**

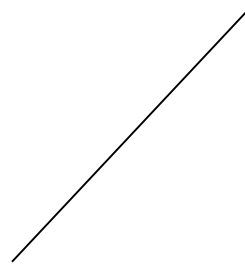
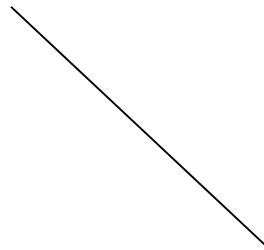


# Art and Science

## Your Bedside Manner

**Art**

**Science**



# Thinking before Acting



# Emails

**What are the rules?**

# 6 Rules for Emails

1. **Context**
2. **Specificity**
3. **Be Yourself**
4. **Clean and Clear**
5. **Keep it Brief**
6. **Be Polite**

# Context

**What and Why**

**Even when forwarding**

# Specificity

**Details necessary**

**Clarity of information**

# Be Yourself

**Don't overthink**

**Authenticity**

# Clean and Clear

**Professional language**

**Keep it Simple**



# Keep it Brief

**One topic per email**

**Edit \ Proof Read \ Edit**

# Be Polite

**Positive Tone**

**Ending? Thank You**

# Know your Audience

# Drafting Professional Emails

**Include a greeting to set the message tone.**

**Organize the body for readability and tone and start directly.**

**Close effectively with an action statement with due dates and requests using a friendly note.**

**Avoid misleading and meaningless subject lines, and adjust the subject line if the topic changes.**

**Include a signature block.**

# When Email Is Appropriate

- **Short, informal messages that request information and respond to inquiries**
- **Messages to multiple receivers**
- **Messages that must be saved (archived)**
- **As a cover document when sending longer attachments**
- **Not suitable as substitute for face-to-face or phone calls**

# Smart Email Practices

**Control your inbox by setting times when you will check e-mail daily.**

**Turn off audio and visual alerts.**

**Use the “two-minute” rule to deal with short messages immediately.**

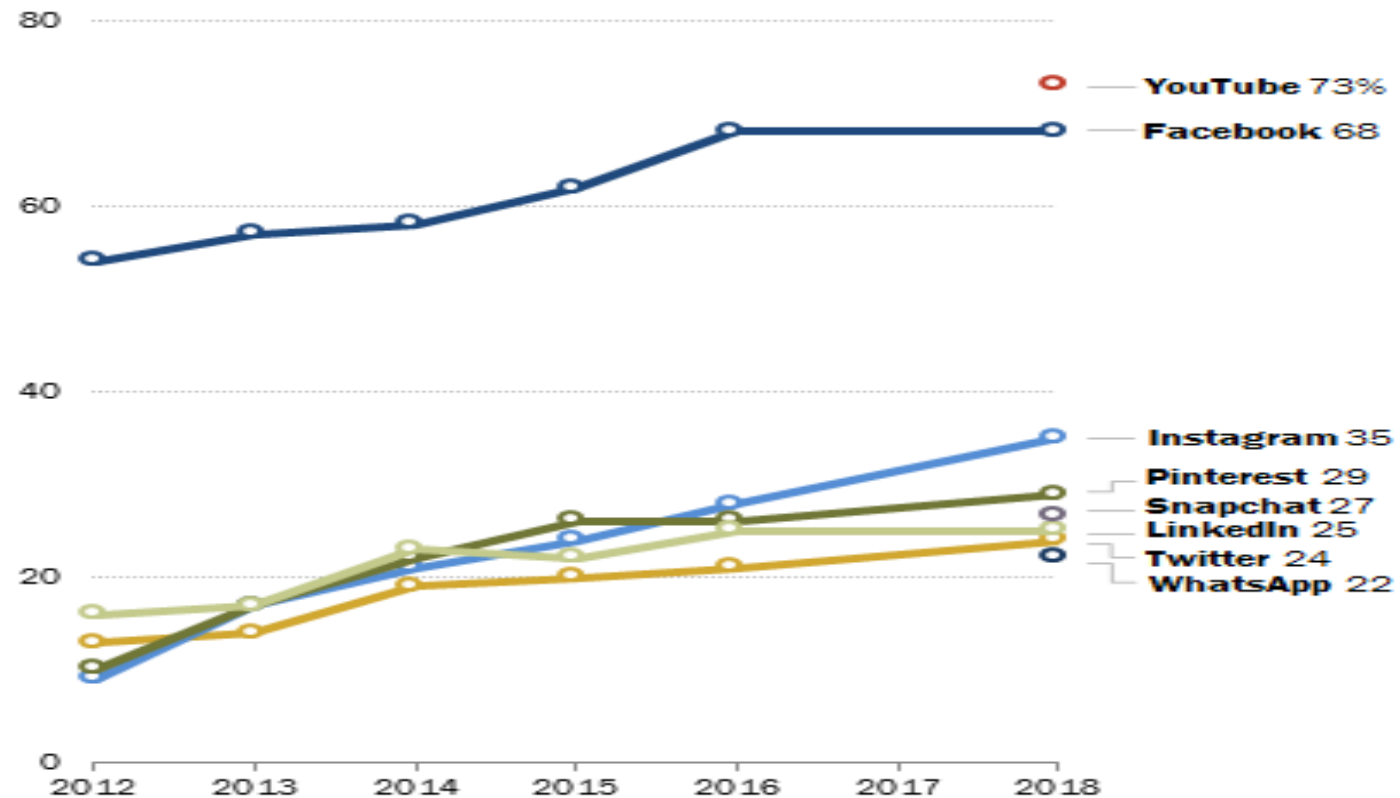
**Touch it once Principle**

# Social Media

**Facts Emotion**

## Majority of Americans now use Facebook, YouTube

*% of U.S. adults who say they use the following social media sites online or on their cellphone*



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.  
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

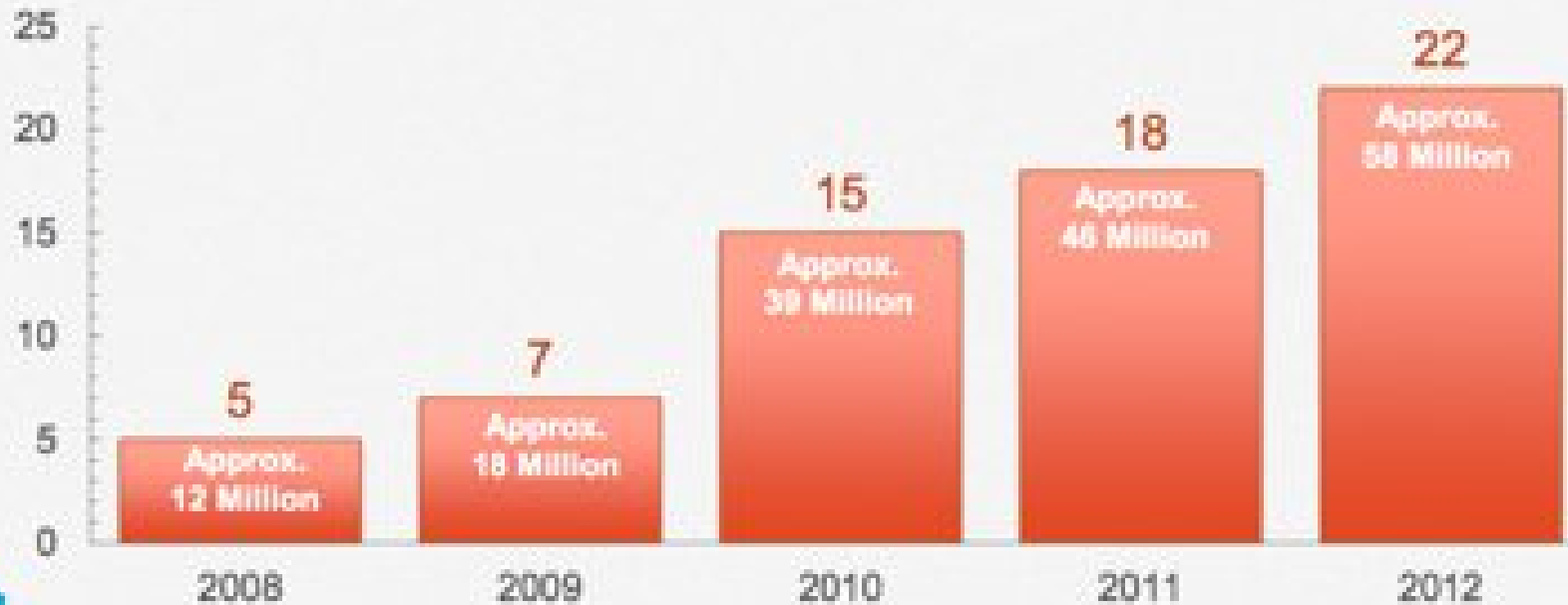
"Social Media Use in 2018"

PEW RESEARCH CENTER



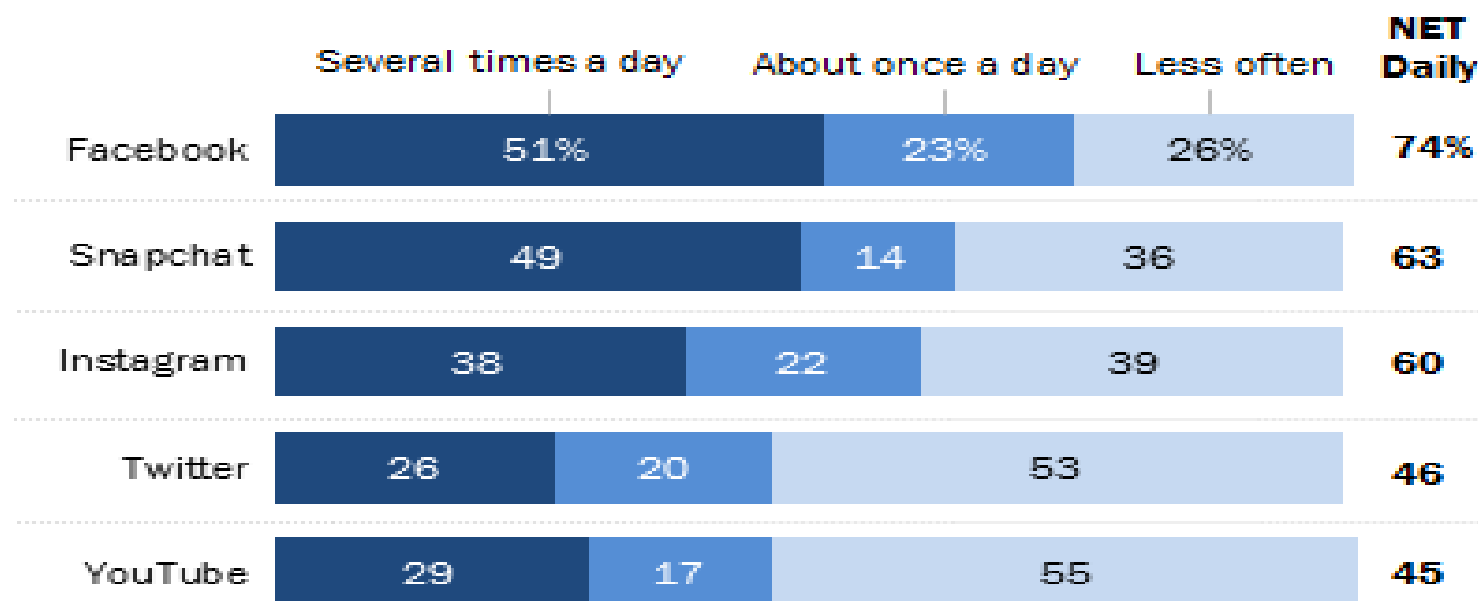
# Approximately 58 Million Americans Have "The Social Habit"

% Who Use Social Networking Sites/Services "Several Times Per Day"



## A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use \_\_\_\_, the % who use each site ...



Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

PEW RESEARCH CENTER

# Instant Messaging

# Benefits of IM and Texting

**Real-time communication with colleagues anywhere in the world**

**Low-cost substitute for voice calls, delivering a message between private mobile phone users quietly and discreetly**

**User knows right away whether message delivered; avoids phone tag**

**Co-workers can locate each other online (“presence functionality”)**

# Risks of IM and Texting

**IM could be a work distraction.**

**Fear that employees will reveal privileged company information and records**

**The employer must ensure employees abide governing provincial legislation.**

**Companies worried about phishing (fraudulent schemes), viruses, malware, and spim (IM spam)**

**Messages can become evidence in lawsuits.**

# Social Media

**Facts / Emotion**

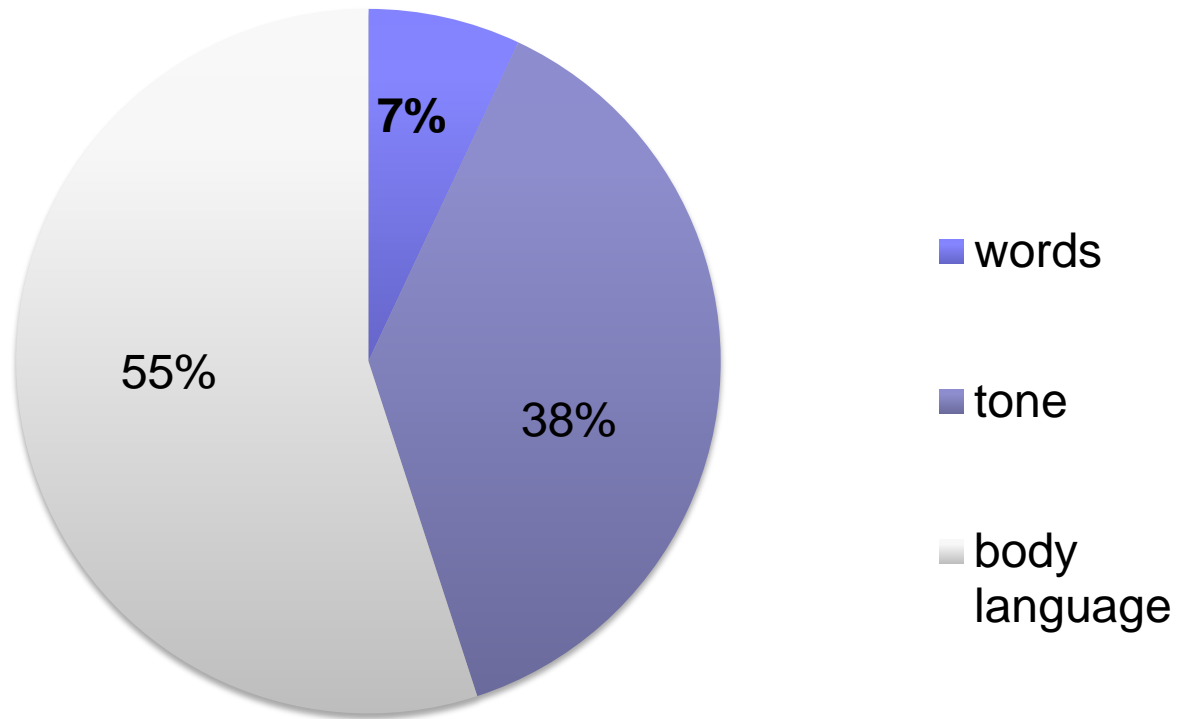
**Pavlov Response**

**The New Addiction**

# Old School

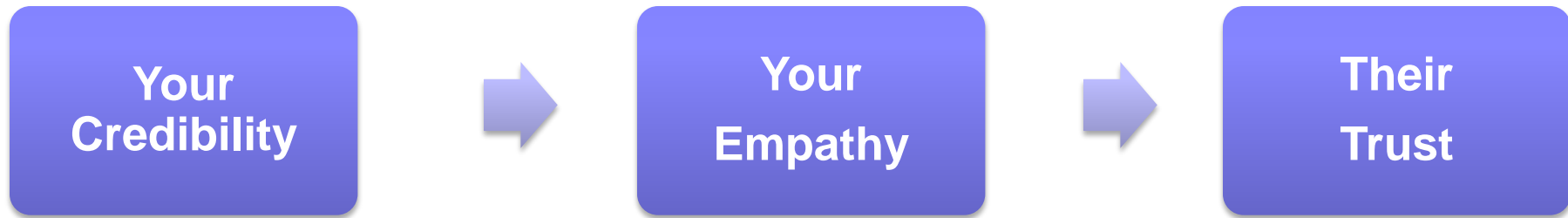
**Back to the Basics!**

## Communication





# Trust Equation



**Knowing  $\neq$  Doing**

# Your Purpose

**Stating Intent**

# Intent vs. Actions

**You measure yourself by your intent,  
everybody else measures you by our  
actions!**

# Intent vs. Actions

A telephone call to my daughter

# Questioning

**Facts and Feelings**

# Listening Skills

The Differentiator

# The Differentiator

**Tell Me More**

**Checking questions**

**Re-statement**



# Conflict Resolution

**If two people constantly agree in business...  
One of them is unnecessary!**

**William Wrigley**

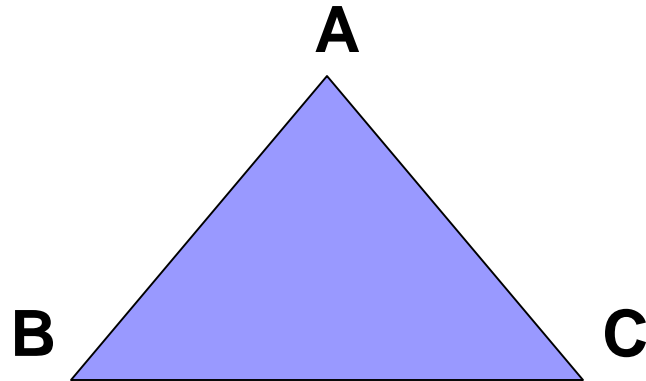
# Conflict Management

- **The How and What**
- **The Theory of Triangulation**
- **Position / Interest**
- **Personal Accountability**

# The How and What

**“She said you never sent that to me”**

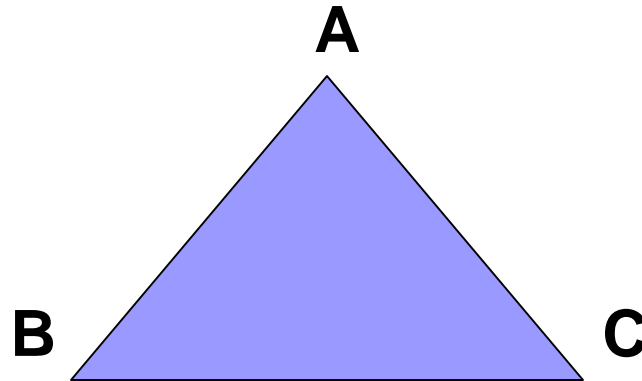
# Triangulation



**A “ Every time I talk to C he dismisses what I say and changes the topic”**

**B “Yes, C is such a jerk.”**

# Triangulation



**A “ Every time I talk to C he dismisses what I say and changes the topic”**

**B “Have you told C how he makes your feel, let me help you with your conversation with C.”**

# Position \ Interest

**Digging in your heels, never heals!**

# Position \ Interest

**Friday Night Dinner!**

# Position \ Interest

**The key is to uncover the why**

**Sacrifice position, never sacrifice interest**



# **Expectations vs. Performance**

# The Transfer

**Communication understood**

**Ignorance or Arrogance**

# Self Awareness

**With awareness comes responsibility**



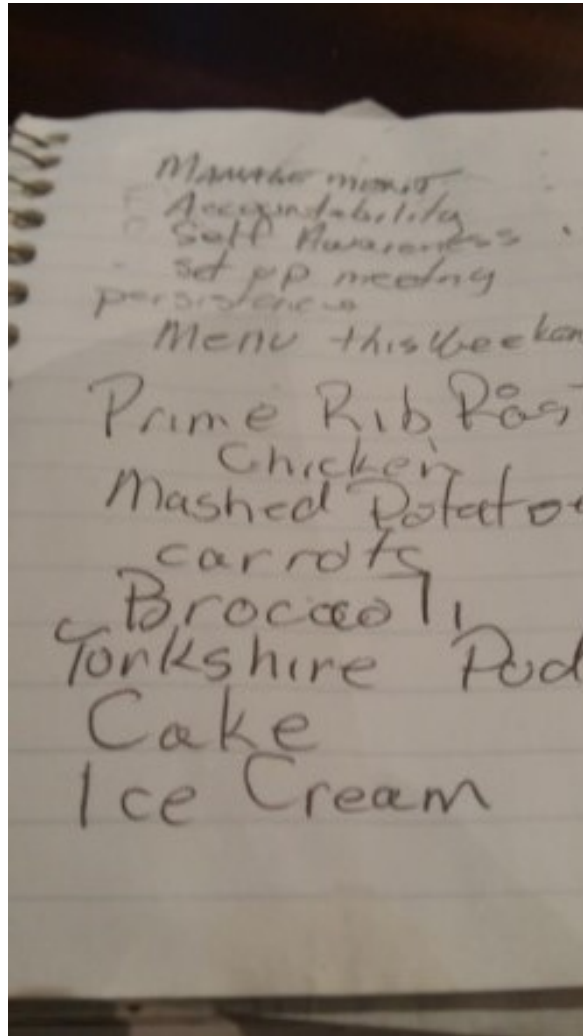
# Personal Accountability

**Knowing  $\neq$  Doing**

# The Penguins and the Eagles



# Today's Outcomes





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## **Thank You**