



BEHAVIORAL & MANAGEMENT
SOLUTIONS
A Division of Vinsys



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BUSINESS COMMUNICATION

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Improvement
is always the
next step”



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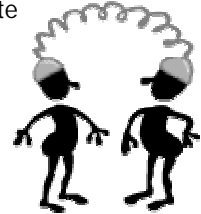


WHAT IS COMMUNICATION

Effective Communication Happens When...

The receiver correctly interprets the sender's information In order to communicate effectively and accurately, follow the three steps mentioned here

- Identify the receiver
- Choose a channel
- Respond to feedback



The importance of Communication

- 1) Information Exchange Vs Message Delivery
- 2) Impact of Communication On Your Job Profile
- 3) Process of Communication
- 4) Barriers to Communication
- 5) The Seed of Communication

Information Exchange Vs Message Delivery

"An effective communicator is not one who ensures his message is understood, but one to ensures that his message is not misunderstood"

- Steven Covey



Internal communication must work well inside the organisation

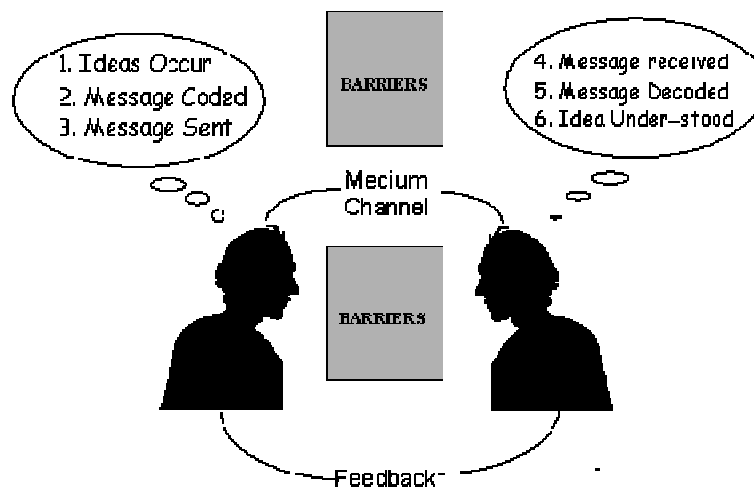
We say message and not just information, as it is not only transfer of data but emotions, intentions and feelings.



Impact of Communication on Your Job Profile

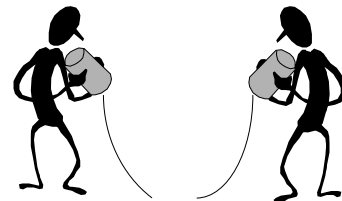
- 1) People will know you by the way you communicate and not by the way you truly are. Your communication indicates through your voice, body language, words, attitude and that's the way you will be known.
- 2) Quick and smart communication indicates the future of any professional, wouldn't really matter how technically competent you are. Today the need of the hour is communication and Interpersonal skills. Technicalities can be taught, communication takes time and effort.
- 3) An excellent communicator stands out in a crowd, gets recognised as a future leader, spokesperson and an ambassador of the organisation. He also becomes a brand himself.

Process of Communication



Factors that affect the process of Communication

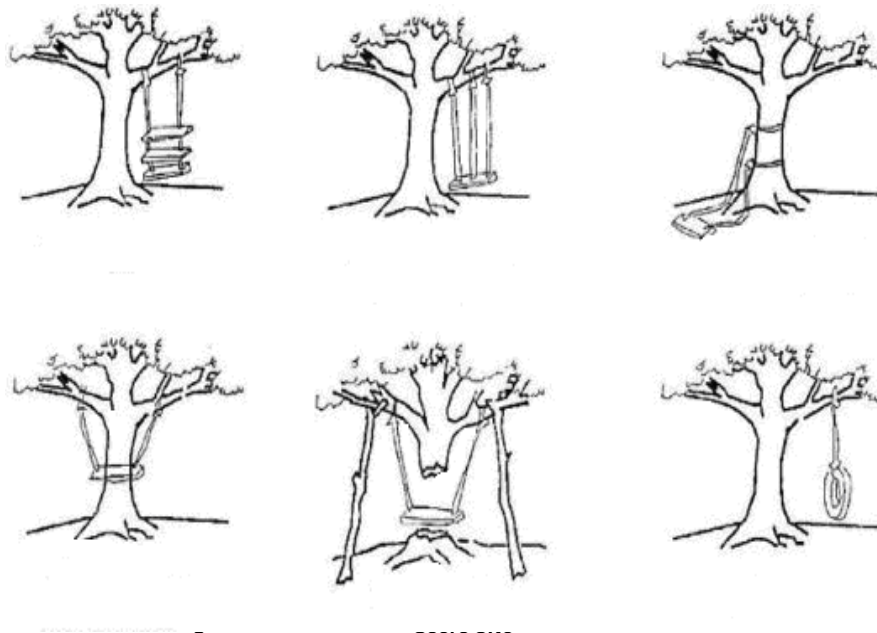
- 1) The Sender and Receiver
- 2) The Channel of Communication
- 3) The Mental Filters
- 4) The Feedback process
- 5) The Environment



Barriers to Communication

| Emotional Barriers | Phenomenon | Non-Verbal Communication |
|---|--|--|
| <ol style="list-style-type: none"> 1) Words mean different things to different people 1) Personalities of sender and receiver 2) Unable or unwilling to say what we want to say 3) Poor listening habits 4) Finishing sentences 5) Talking, not listening 6) Defensiveness 7) Impatience 8) We don't take feedback | <ol style="list-style-type: none"> 1) Grapevine 2) Stereotyping 3) Projection 4) Halo effect | <ol style="list-style-type: none"> 1) Mental Filters 2) Posture and Stance 3) Gestures and Body movements 4) Eye contact 5) Facial Expression |

Example of Poor Communication



Seed of Communication - Attitude and its Implications

The truth is, we as Indians believe the crux of communication is speaking good English. If we have studied in vernacular medium, or non-English medium schools/ colleges, we believe communication to be only a dream.

Communication has its roots deep down inside us. We either are good communicators or not based on other deep-rooted reasons. Let's understand these reasons.

COMMUNICATION stems from

ATTITUDE is formed due to our

ENVIRONMENT
EXPERIENCE
EDUCATION

This is best depicted through the Iceberg model. The Iceberg model was coined by Freud. He used it to bring out the effect of hidden values on our behaviour. The figure below would tell you more.

Fig: The Iceberg Model



Our attitudes spill out of us in different forms. Communication being the foremost. Our **body language, voice, expressions, proxemics, words** tell all people around about our attitude.

An individual who walks into a room and starts speaking loudly with quick and loud hand gestures is informing people, indirectly, that he is loud, inconsiderate about others' feelings towards loud noise and self-centered.



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NON VERBAL COMMUNICATION

Nonverbal Communication Cues

Everything communicates, including material objects, physical space, and time systems. Although verbal output can be turned off, nonverbal cannot? Even silence speaks.

Researches in communication suggest that many more feelings and intentions are sent and received nonverbally than verbally. Mehrabian and Wiener following suggested that only 7% of message is sent through words, with remaining 93% sent nonverbal expressions (depending on author, verbal part goes up to 35%).

- a) **Pay Attention to Nonverbal Signals**
People can communicate information in numerous ways; so pay attention to things like eye contact, gestures, posture, body movements, and tone of voice..
- b) **Look for Incongruent Behaviors**
When words fail to match up with nonverbal signals, people tend to ignore what has been said and focus instead on nonverbal expressions of moods, thoughts, and emotions.
- c) **Concentrate on Your Tone of Voice When Speaking**
Start noticing how your tone of voice affects how others respond to you and try using tone of voice to emphasize ideas that you want to communicate.
- d) **Use Good Eye Contact**
When people fail to look others in the eye, it can seem as if they are evading or trying to hide something. On the other hand, too much eye contact can seem confrontational or intimidating.
- e) **Ask Questions about Nonverbal Signals**
If you are confused about another person's nonverbal signals, don't be afraid to ask questions. A good idea is to repeat back your interpretation of what has been said and ask for clarification.
- f) **Use Signals to Make Communication More Effective and Meaningful**
You can improve your spoken communication by using nonverbal signals and gestures that reinforce and support what you are saying.
- g) **Look at Signals as a Group**
The key to accurately reading nonverbal behavior is to look for groups of signals that reinforce a common point.
- h) **Consider Context**
When you are communicating with others, always consider the situation and the context in which the communication occurs.
- i) **Be Aware That Signals Can be Misread**
According to some, a firm handshake indicates a strong personality while a weak handshake is taken as a lack of fortitude. Always remember to look for groups of behavior.
- j) **Practice, Practice, Practice**



In reality, you can build this skill by paying careful attention to nonverbal behavior and practicing different types of nonverbal communication with others. By noticing nonverbal behavior and practicing your own skills, you can dramatically improve your communication abilities.

Body Language and Communication

Are you aware that your body language reveals your deepest feelings and hidden thoughts to total strangers?

Studies show that nonverbal communication has a much greater impact and reliability than the spoken word. Therefore, if your prospect's words are incongruent with their body language gestures, you would be wise to rely on their body language as a more accurate reflection of their true feelings. Here are some important body language gestures you need to become familiar with:

Body Language Factors

- **Postures and Stance:** Walking with an erect posture will lead others to interact with you more and to respond with greater warmth and friendliness.
- **Gestures and Body Movements:** There are a number of conventional gestures with almost universal meaning. Examples are shaking the fist in anger, clapping to signify approval, raising a hand to gain attention and patting someone on the back in encouragement.

Following are some general principles regarding gestures:

Gestures become more deliberate and exaggerated with increasing distance. Indoor gestures are more controlled and subtle than those used outdoors.

Gestures often differ greatly depending on the user's gender, age (adult vs. child), and social class.

Work settings produce different gestures than leisure contexts.

- **Eye Contact**

The eyes are the most powerful means of communication we possess. Eye contact can be long lasting or short in duration, direct or indirect, intermittent or continuous.

Rules of Eye Contact

Too much eye contact is unsettling for most people. It is generally regarded as communicating superiority, lack of respect, a threat or a threatening attitude, or a wish to insult.

Too little eye contact is interpreted as a communicator's not paying attention, being impolite, being insincere, showing dishonesty, or being shy.

Withdrawing eye contact by lowering the eyes is usually taken as a signal of submission.

People will communicate with each other most effectively if their interaction contains the amount of eye contact that they both find appropriate to the situation.



Steps to Improve Eye Contact

Become more observant. Pay more attention to where others are looking and for how long.

Engage in more eye contact to promote greater liking and positive responses.

Increase your sensitivity to the kinds and amounts of eye contact appropriate in different contexts.

- **Open And Closed Gestures**

Here is a partial list of "open" and "closed" gestures—"open" are present when a person is ready and willing to communicate, "closed" are present when there may be something standing in the way of honest, complete communication. Maybe you will discover that your body language has been "telling" on you!

| Open Gesture | Closed Gesture |
|--------------------------------------|---|
| open hands | hand covering mouth |
| palms up | making fists |
| unbuttoning jacket | peering over top of glasses |
| spontaneous eye contact | glancing at exit |
| smile | frown |
| leaning forward | leaning back |
| relaxed | rigid |
| hands away from face | looking at floor |
| standing straight | moving away |
| feet apart | legs crossed, shaking foot |
| shoulders squared | fidgiting |
| uncrossed legs | locked ankles |
| welcoming handshake | folded arms |
| touching | cold shoulder |
| patting | open palm tapping |
| rubbing palms together | hand wringing |
| affirmative head nods | head lowered |
| eye contact | lack of eye contact |
| calm use of facial movements | staring or eyes closed |
| body positioned toward other | rocking |
| seating arrangement with no barriers | stalling for time (light pipe, clean glasses, etc.) |



Quiz on Body Language

1. **You're in the middle of an argument and getting very angry. What are you doing with your arms? :**
 - a) Waving them wildly
 - b) Holding them at your sides
 - c) They are crossed
2. **Your friends are supposed to meet you at a party but they are late. You decide to :**
 - a) strike up a conversation with the nearest person
 - b) pour yourself a drink and take a seat
 - c) wait for your friends outside
3. **You're in a job interview and all of a sudden, things get very quiet. What do you do? :**
 - a) ask the interviewer a bunch of questions
 - b) show and/or discuss another example of your past work
 - c) stare back at the interviewer, waiting for them to proceed
4. **When you're in a crowded place, like Saturday at the mall, how would you describe your walk? :**
 - a) Slow, looking at everything
 - b) Medium, stopping only where you need to
 - c) Fast, getting what you need and leaving
5. **You're on a first date, telling a funny story. You are looking:**
 - a) in their eyes – the whole time
 - b) in the general direction of your date
 - c) down at your own plate of food
6. **You're buying a new outfit to wear to the gym. What are you looking for? :**
 - a) A bright spandex top that shows off those great arms
 - b) A cropped t-shirt and yoga pants
 - c) A baggy track suit
7. **You're standing in the rain waiting for a bus when a car drives through a huge puddle and soaks you in mud. You would :**
 - a) yell at the driver and kick the side of the car
 - b) buy yourself a great new outfit on the way to work
 - c) hide in your cubicle all day
8. **The last picture you saw of yourself was:**
 - a) so nice – you framed it
 - b) not that bad, actually
 - c) the worst photo ever



Interpreting your scores

Abrasive and Stand-offish (Mostly C's)

Don't let your nerves get the best of you. You find it hard to connect with people because you are extremely self-conscious. You've been spotted standing in the corner or sitting alone with your arms crossed on more than one occasion. People often don't see the real you because you are afraid of what they will think if you open up and speak your mind – this is interpreted as unfriendly and sometimes even “snobby” behaviour. Next time you are at a party or a meeting, bring a drink with you so that you have something to hold on to other than your own elbows. People want to hear what you have to say, you'll just have to throw yourself out there and not care what others think.

Unreliable and Shifty (Mostly A's)

Unfortunately, you try a little too hard to be noticed. You're always trying to be the life of the party but come across as someone who can't be taken seriously. You often monopolize conversations and have a tendency to “space invade” (stand way too close to people while conversing). Try to lose the used car salesperson persona and let others have an opinion.

You have the ability to talk to a complete stranger and make that person feel comfortable. People have a tendency to tell you a lot about themselves and you are probably the keeper of many secrets. Your body language is very positive and will only benefit your relationships with friends, family and strangers.

Friendly and Approachable (Mostly B's)

You have the ability to talk to a complete stranger and make that person feel comfortable. People have a tendency to tell you a lot about themselves and you are probably the keeper of many secrets. Your body language is very positive and will only benefit your relationships with friends, family and strangers.



COMMUNICATION ETIQUETTE

The idea that people need to have feedback, appreciation and information is a good basis for understanding how and why excellent business communication is important and compelling for success.

In your very best relationship - whether your spouse, best friend, sister, co-worker - you can easily communicate with them a high value way. You telephone, email, write notes, make plans and generally stay in contact with them because you want the connection and the relationship.

In building very good relationships in business, it is absolutely the same. What is different in a business relationship is that you communicate with them and you don't always know them as well as a dear friend. However, they need the same attention that a good relationship needs. These needs are:

- Returning a phone call
- Following up on a request
- Listening intently
- Appreciative communication
- Clear communication with details and directions
- Doing what you say you will do
- Remembering what is important to them
- Valuing what is most important to them

Our communication styles and methods are being stretched to the limit by email, technology, lack of time and demands of on our ability to do so much in our days.

But there are rules of common courtesy that have NOT changed since the inception of humans dealing with each other in a high value way. If you want to be a remembered, trusted and respected leader, you will practice these courtesies with every business contact.

If you take the time to examine what is important to you, we think you will find that they are also the courtesies that you expect in all business communication – actually how you would like to be treated and communicated with.

Cell phones - the ring tones that are available now are fun outside of the office, networking situations, client lunches etc. Put them on vibrate or shut them off. Take and make calls when you are with people sparingly. Most people are not interested in listening to your conversations no matter how stimulating you think they might be. If you need to take or make a call, excuse yourself and then make it brief. This we will cover in next session.

Returning phone calls – We are not sure when it became ok to not return phone calls, but it is not ok. Whether you think you have time to return the call or not, find out what people need, make sure you are clear on whether you can help them or not and then get back to your own work. People who return phone calls are trusted and respected. You do not need to make the calls long. In fact, returning all calls twice a day instead of doing it piece meal all day long is a good way to manage your time more appropriately.

Email - not only should you be returning emails in a timely way, but you need to set the context each and every time of why the email is important and what information it is that you want to deliver. Spam filters help, but in order to more easily control your email load, you need to be in more control of what you generate yourself. In business, be brief, be informational and be gone. This we will cover in next session.



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Making Contact

- Try not to make assumptions about a person's degree of deaf blindness
- Where possible, identify a person's preferred communication method prior to contact
- If you hear a person speaking, don't assume they can hear speech
- Gain the person's attention before you begin to communicate
- Approach from the front and avoid touching their shoulder or back to get their attention as you may startle them
- When contact is initiated, the individual will most likely try to explain how to communicate. Relax, be patient, listen and observe. Some people may carry a communication assistance card that will outline their disability and how to communicate with them

Communication

- Take your time and explain things clearly at a pace the person can follow
- Avoid shouting
- Try not to place your hands over your mouth
- If the person cannot hear speech you can approach them by gently touching the back of the person's hand
- Even if using an interpreter, direct your communication at the individual
- Let the person know when you enter and leave a room

Environment

- Consider the physical layout of an environment including the positioning of furniture and any clutter around the floor
- Allow the person to become familiar with the environment
- Inform and show the person if there any changes to the environment

Lighting and contrast

- Position yourself in the light
- Avoid having your back to a window
- Ask the person if the lighting is suitable
- Create contrast between yourself and the background

Glare

- Avoid glare and lights that shine directly into a person's eyes
- If guiding a person from inside to outside ask if they are ready to move on as people need time to adjust to changes in light

Background noise

- Reduce any unnecessary background noise

Locating personal belongings

- Let the person know where their belongings can be found

Anticipating what is happening next

- Let the person know what is about to happen. Do not assume that they know



Tactile cues

- Consider the range of tactile cues in the environment (eg, present a cup to ask a person if they would like a drink)

Asking questions

- Asking questions encourages two way communication
- Ask whether they have any questions

Choice

- Where possible present the person with choices and allow them the opportunity to make their own decisions

Access to information

- Ensure that individuals have easy access to information

Relaying non-verbal messages

- Describe non-verbal cues in the environment such as other people's facial expressions and the content of written material
- Convey messages or meaning using facial expression and body language

Group situations

- In a group discussion, having one person talking at a time will allow the person with dual sensory loss follow the discussion

Appointment times

- Allow additional time for meetings and appointments, as communication is slower for people who are deaf-blind



CONVERSATIONAL FLOW

Effective communication contains six elements:

1. Clear : Ensure that the information is presented clearly
2. Concise : Be concise, do not lose the message by being long winded
3. Correct : Be accurate, avoid giving misleading information
4. Complete : Give all the information and not just part of it
5. Courteous : Be polite and non-threatening, avoid conflict
6. Constructive : Be positive, avoid being critical and negative

“ Importance of listening: Good Communication Starts with Listening ”

The entire process of conversation comprises of:

- 1) Listening
- 2) Probing (Active Listening)
- 3) Paraphrasing (Checking Understanding)

Listening & Understanding

- a) Importance of Listening
 - ◆ Better understanding of the message
 - ◆ Avoids misunderstanding
 - ◆ Avoids defensive behaviour
 - ◆ Enhances interpersonal relations

- a) Why is it worthwhile to improve your listening skills?
If you are not a good listener, you may experience the following:
 - ◆ Low morale
 - ◆ Lost respect
 - ◆ Misunderstandings
 - ◆ Reduction of fresh ideas
 - ◆ Poor customer service



Probing

Connection between probing and listening:

Probing is clarifying and confirming the understanding of the message

In order to strengthen listening, we should ask and enquire.

Asking the right questions help in clearing thoughts.

Guidelines for Probing:

- 1) Identify behaviour
- 2) Clarify doubts
- 3) Validate points
- 4) Don't ask leading questions
- 5) Stick to one thread: The Mining Metaphor

Some examples of effective probes:

- 1) How did you go about closing the deal?
- 2) How did it feel to present to such a senior audience?
- 3) What was your reaction to the non-negotiating customer?
- 4) What were the series of actions you took to ensure delivery on time?

Some examples of ineffective probes:

- 1) Did you feel frustrated?
- 2) Was that because of an already negative mindset?

2.3 Paraphrasing

Paraphrasing is summarizing what the speaker has said in one's own words. True purpose of paraphrasing is to check one's understanding of what has been communicated.

- a) Effective paraphrasing has three components:
 - 1) Base statement
 - 2) Repetition of main ideas/ issues
 - 3) Question to check understanding

- b) Consider making the following changes:
 - 1) Change sentence structure
 - 2) Change word forms
 - 3) Change active verbs to passive or passive to active
 - 4) Change vocabulary by using synonyms, antonyms, or idioms



- c) Learning how to paraphrase:
- 1) Take a short paragraph from an article from a newspaper or magazine.
 - 2) Write the keywords and phrases on a sheet of paper.
 - 3) Put the original article aside. Do not look at it while you are writing your paraphrase.
 - 4) Look at the keywords and phrases on your paper.
 - 5) Choose transition words and connectors that show the correct relationship. Write these words next to the ideas.
 - 6) Make changes to vocabulary, verb tenses/voice, word forms, structure, etc.
 - 7) Now begin to rewrite the paragraph using your own words.



TELEPHONE SKILLS

"Really big people are, above everything else, courteous, considerate and generous – not just to some people in some circumstances – but to everyone all the time."

- **Thomas Watson**
Founder, IBM

- 6) Five Qualities of A Good Telephone Voice
- 7) Plan Your Call
- 8) Handling Conference Call
- 9) Conversational Flow

Five qualities of a good telephone voice

- d) **Be Distinct:** Use clear articulation and enunciation.
- e) **Be Expressive:** Vary your tone and rate.
- f) **Conversational Tone:** keep your tone and language simple and straightforward.
- g) **Be Alert:** Your voice should be energetic.
- h) **Sound Pleasant:** Communicate with your voice that you pleasant and happy person.

Plan your call

- i) **Greeting:** Should be friendly
- j) **Introduce** yourself & your company
- k) State the **purpose** of the call: I am calling to inform you.....
- l) **Deliver your message** in friendly yet business like, clear terms, leaving time for questions.
- m) State any **customer benefits**
- n) Ask for **agreement**.
- o) **Thank** the customer and close the call.



Handling Conference Call

Conference Call - Etiquette & Calling Tips

| As a chair person - You are the host | As a chair person - Client is the host |
|--|--|
| <ul style="list-style-type: none"> 10) Circulate the agenda, objective 11) Circulate the list of who will attend from your side and the opposite side 12) List out the roles of responsibilities of those attending 13) When the call starts, introduce your group to the other party : Name and roles 14) Cover point by point and close issues after discussion 15) Control the call and ensure no one deviates from the topic 16) Ensure the right person answers the questions of the opposite party 17) Summarize the call at the end of the session. | <ul style="list-style-type: none"> 18) Know the agenda, objective of the call 19) Know the list of who will attend from your side and the opposite side 20) Know the list of roles of responsibilities of those attending 21) Know your role during the call. 22) Ensure the right person answers the questions of the opposite party 23) Summarize the call at the end of the session. 24) Do not interrupt speakers 25) Always start by calling your name. 26) Acknowledge if someone is talking directly to you. |

Conversational Flow

| Sending /Outgoing | Incoming / Receiving |
|--|---|
| <ul style="list-style-type: none"> 27) Greet/Introduction 28) Pleasantries 29) Conversational intent and time 30) Small talk 31) Conveying information- Sandwich approach 32) Resolution 33) Closure (Definite) | <ul style="list-style-type: none"> 34) Greet/Introduction 35) Small talk 36) Listening and acknowledging 37) Paraphrasing 38) Probing – Avoid <ul style="list-style-type: none"> p) Headlining q) Structuring r) Leading s) Telling/asking 39) Resolution 40) Closure |



Dos and Don'ts of telephone etiquette

Do's

- 8) Answer calls promptly, by the second or third ring.
- 9) Smile as you pick up the phone.
- 10) Assume your "telephone" voice, controlling your volume and speed.
- 11) Project a tone that is enthusiastic, natural, attentive and respectful.
- 12) Greet the caller and identify yourself and your company/department/unit.
- 13) Focus your entire attention on the caller.
- 14) Enunciate/articulate clearly. Speak distinctly.
- 15) Use action specific words and directions.
- 16) Use the caller's name during the conversation.
- 17) Always speak calmly and choose your words naturally.
- 18) Use reflective/active listening to clarify and check for understanding.
- 19) Explain why you are "transferring" the call. Give the caller the person's name and direct number

Don'ts

- 20) Eat, drink or chew gum while on the phone.
- 21) Leave an open line
- 22) Place the caller on hold
- 23) Check back with the caller frequently: every 30-45 seconds
- 24) Avoid the Five Forbidden Phrases
 - ◆ "I don't know"
 - ◆ "I/we can't do that."
 - ◆ "You'll have to"
 - ◆ "Just a second"
 - ◆ "No."

Exercise

Try replacing phrases, which may have a negative connotation with these alternatives.

- ◆ "I don't know." It should be replaced with: "That's a good question. Let me check and find out."
- ◆ "We can't do that." Instead say: "Let me see that I can do," and strive to get something similar or offer an alternative.
- ◆ "You'll have to ...". The guest or supplier doesn't have to do anything. There is a subtle difference between ordering the caller around and saying: "Here's how we can handle that. You'll need to..."
- ◆ "Just a second, I'll be right back." It's a lie. Instead say: "It will take two or three minutes. Are you able to hold that long?"
- ◆ "No" at the beginning
- ◆ Of a sentence. It's a word conveying total rejection. By not saying "no," people will think before they talk, and can turn everything around so they're beginning a response positively.



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Examples of rules you may want to use include the following:

1. Only one person speaks at a time. If the meeting gets out of order, anyone who wishes to speak must be acknowledged before doing so.
2. Attempt to understand needs behind positions.
3. Attempt to understand both the positive and negative aspects of suggestions. Getting to the best solution is more important than who made the suggestion.
4. Comments will be asked for, at times, beginning with the least and ending with the most senior person (explain that new people often can see issues with more clarity, and also explain that when a more senior person makes a comment, that this comment may sometimes sound so final others do not feel they can contradict it).
5. If someone shows a lot of emotion in a comment, this is because there is an important need or fear they have relating to this issue. This should be looked upon as an opportunity to better understand each other.
6. Remind participants that this is the time to say something, if they have something to say. It will do little good for them to express their dissatisfaction with what was said or agreed upon after the meeting is over.
7. Private conversations are not to be conducted during the meeting.
8. Comments and discussions need to address *issues*, not *personalities*.
9. Encourage participants to be tentative in their comments, so creativity is not stifled.
10. Discuss pros and cons of the different approaches.
11. Ask for new approaches that may include the best contributions of the various suggestions.
12. Seek consensus. Avoid premature use of voting to arrive at decisions. Nevertheless, voting can be used to focus on the top possible solutions.
13. Document decisions reached and who was present. If there were disagreements, document minority opinions, if this is desired.

Summary

Meetings can be a useful communication tool. Planning will help a meeting accomplish more in less time. Everyone will not always agree on the best way difficulties should be solved, but friendly disagreements about solutions can be beneficial. The meeting will be a waste of time, however, unless concrete action plans are made to solve problems. Specific dates for goal accomplishments can be set and followed up later.



E – MAIL WRITING

E-mail has become a mainstream form of business communication.

1. Features of Emails
2. Content of Emails
3. Format of Emails
4. Recommended Phrases
5. Recommended Email Format

Features of Emails

- a) It is more conventional than paper communication.
- b) It tends to be more casual and sloppy.
- c) Try to understand the message behind the words.
- d) There is no supporting expression or gesture.
- e) Be aware of the non-verbal message, the tone.
- f) E-mails should be bulletin board material.



Content of Emails

- **Salutation**
 - Spell the name correctly
 - No "respected" sirs - **use "Dear" or "Hello"**
 - Greet
 - Salutation and Sign off should match
- **Tone**
 - Chatty and informal will encourage a response
 - The style and attitude should work with the reader
 - Suggesting or requesting mode
- **Signature**
 - Name
 - Designation/ Department
 - Company Name
 - Address
 - Telephone no.
 - E-mail address
- **Formats**
 - No fancy fonts, styles & visuals- **only Arial, Verdana, Tahoma or Rich Text.**
 - Font colours – only **black and blue.**
 - Font size – **9-11**
 - **Capital, bold, italics** not to be used extensively.
 - Subject – **not more than 8-9 words**
 - Use 'urgent', 'confidential', confdl' 'FYI'.
 - Capital letters must be used right, and at all necessary times.
- **Length**
 - Concise & to the point
 - 1st paragraph should be introduction to the mail.
 - Each paragraph not more than 3 - 4 lines, **not sentences, LINES**
 - Each sentence should be 13-14 words maximum.



Format of Emails

The following exercise will help you understand the format of professional emails

1. **Netiquette is short for:**
 - a) Network education terminology
 - b) Necessary teaching etiquette
 - c) Internet inequities
 - d) Internet etiquette
2. **All email should be answered:**
 - a) As quickly as possible
 - b) After waiting several days
 - c) When the opportunity arises
 - d) After an appropriate interval
3. **Typing an email message in all capitals means:**
 - a) Nothing special
 - b) You are shouting
 - c) It's OK to forward this message to others
 - d) This message is very important
4. **It is OK to forward or post an e-mail message that you have received if:**
 - a) The message is typed in all capitals
 - b) It does not contain any copyright material
 - c) The author of the message hasn't marked it as confidential
 - d) The author of the message has given you permission to forward or post it
5. **Using "Smiley-faces" in a message is:**
 - a) Childish and should never be done
 - b) Okay, but they should be used sparingly
 - c) Entirely acceptable
6. **Chain letters sent via email should be:**
 - a) Forwarded to as many people as possible if they contain information about computer viruses
 - b) Forwarded to just your friends
 - c) Checked for authenticity and then forwarded
 - d) Discarded the way you do paper junk mail
7. **You should worry about grammar and punctuation:**
 - a) Only when you are sending a message to your friends
 - b) Only when you are sending a message to your classmates or instructor
 - c) All of the time
 - d) Whenever you have the time to pay attention to it
8. **Spamming means:**
 - a) Posting a message that contains graphic descriptions of something really gross
 - b) Sending in lines of nonsensical garbage in chat conversation
 - c) Spilling the juice of meat-byproducts into your keyboard
 - d) Posting or e-mailing unsolicited advertising messages to a wide audience



9. **Why should I use the BCC field?**
- a) So I can send copies of business e-mail to my friends without my boss knowing.
 - b) To keep my e-mail looking clean.
 - c) To respect my contact's privacy.
 - d) So I can send copies to anyone I want.
10. **Before sending a very large attachment, I should:**
- a) Compress the file (zip it up).
 - b) Send it first thing in the morning and call to make sure it was received.
 - c) Send it only during week days.
 - d) Compress the file, then ask first when would be the best time to e-mail it.
11. **I should only forward e-mail when:**
- a) I feel it's important.
 - b) I know the other person should have the information.
 - c) The topic is commendable and important to all onliners.
 - d) I type a personal comment about why I am forwarding that specific e-mail to that specific person.
12. **When is it O.K. to contact folks about my business?**
- a) Only when they e-mail me and ask me for information.
 - b) When I know they can use my service.
 - c) When I know I can save them big bucks!
 - d) Anytime - that's called cold calling.
13. **I should down edit my e-mail replies by:**
- a) Removing previous signature files.
 - b) Removing the previous 2 e-mail noted in my reply.
 - c) Removing everything not necessary to the ongoing conversation
 - d) Spell checking the sender's previous e-mail.
14. **What is the most important thing I should do with every e-mail?**
- a) Spell check, use full sentence structure and use proper grammar.
 - b) Have a nice greeting: Hi, Hello, etc.
 - c) Have a proper sign off: TIA, Sincerely, etc.
 - d) All of the above.
15. **How quickly should I reply to e-mail?**
- a) A soon as I can; no longer than 3 days.
 - b) When I get around to it.
 - c) Don't have to reply.
 - d) Doesn't matter.



Recommended Phrases

a) The Start

- Dear Personnel Director, Dear Sir /Madam, Dear Customer
(Use if you don't know who you are writing to)
- To Whom It May Concern
(Very formal as you do not know the person to whom you are writing)
- Dear Mr., Mrs., Miss or Ms
(Use if you know who you are writing to, and have a formal relationship with – *VERY IMPORTANT use Ms for women unless asked to use Mrs. or Miss*)
- Dear Suresh
(Use if the person is a close business contact or friend – also acceptable for emails)

b) The Reference

With reference to

- Your email of 28th January
- The conversation we had yesterday
- Your query on account reference 12345

c) The Reason for Writing

I am writing to

- enquire about
- apologize for ...
- confirm ...

d) Requesting

- Could you possibly ...?
- I would be grateful if you could ...

e) Agreeing to Requests

- I would be happy to.

f) Giving Bad News

- Unfortunately ...
- Regrettably

g) Providing Additional Information

- We would also like to inform you ...
- Regarding your question about ...
- In answer to your question (enquiry) about ...



h) Enclosing/ Attached Documents

- I am enclosing ...
- Please find attached ...
- I am attaching...
- Enclosed you will find ...

i) Closing a Letter Hoping for Future Business

- We look forward to
- Hearing from you
- Receiving your order

j) Closing Remarks

Thank you for bringing this matter to our attention. Please contact us again if

- We can help in any way
- You have any further questions/queries
- You require any further clarifications

k) Reference to Future Contact

- I look forward to
- Hearing from you soon
- Receiving an update from you
- Speaking tomorrow

l) The Finish

- Thanking You
(If you don't know the name of the person you're writing to)
- Regards,
(If you know the name of the person you're writing to)
- Thanks and Regards
(If the person is a close business contact or friend or or emails



Recommended Email Format

Hi John,

This is to inform you about the completion of the project.

We have completed the project as discussed. We would be delivering the same by EOD.

We had the following clarifications:

-
-
-
-

Do revert with your comments.

Regards,

(Sign Block)

Name

Department/Position

Company

Address

Contact number

Email Id



Exercises

1. The “you attitude” in writing

- You are required to retest the software
- You cannot turn in that report tomorrow.
- Don't let the error recur
- You sent in an incorrect file
- We have done that already.





2. Phrases

Using shorter simpler words, whenever possible makes your conversation much crisper. Write one words, which mean the same as each of the phrases, words listed below:



| | |
|---|--|
| Other, different | |
| Resulting | |
| Try | |
| Begin, start | |
| Ask | |
| Change | |
| About, regarding, relating to | |
| Now find some fine sounding phrases that can replace these words | |
| Let, enable | |
| Agree | |
| Please interfere and help us | |
| Please do this quick, very urgent | |
| Although, even though | |
| Unexpected delay | |
| The other option is | |
| Sorry to say | |
| Except | |



3. Rewrite briefly

- In the city of Vancouver, apartments for single, unmarried parents are difficult to find and locate.
- Perhaps it may be that the paint is the wrong shade of colour.
- In my own personal experience, people who commute to work are not generally polite and courteous about giving their seats to other elderly passengers.
- All those participating in the athletics events are required to be present at the stadium by eight o'clock in the morning.
- There is a considerable loss of employees' time when they wait for a meet which is supposed to begin.
- During the course of the meeting, he got into several discussion situations with the delegates who were attending.







4. Rewrite the following to improve clarity and conciseness

- We are in agreement that we should install the new software
- There are many developers who own their applications
- For the final test, five days were used
- It was noticed by the testing team that the application was malfunctioning.
- Figure 3 is a list of alternative work arounds for the application.
- The committee will give consideration to alternatives
- They are in the section in which the metal disks are housed
- It is evident that the time needed to prepare the patch is still too long.
- I am of the opinion that the TLs and the PMs are at this point of time cooperating together.
- The table that is round in shape and brown in colour has suffered a breakage.



FEEDBACK FORM

| | |
|-------------------------|--------------------|
| Your company name : | Faculty Name: |
| Participant Name: | Course Name : |
| e-mail id (Personal) : | Course Start Date: |
| Mobile No. : | Course End Date: |
| | Venue: |

YOUR FEEDBACK IS IMPORTANT TO US
Should you choose option 3,4 or 5, kindly add remarks for the same.
This would help us improve our performance

TRAINING DELIVERY (Faculty)

| S. N. | Particulars | Excellent | Good | Reasonable | Need Improvement | Poor |
|-------|--------------------------------|-----------|------|------------|------------------|------|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | Presentation and communication | | | | | |
| 2 | Expertise on the subject | | | | | |
| 3 | Coverage of the contents | | | | | |
| 4 | Flow of topics | | | | | |
| 5 | Interaction | | | | | |
| 6 | Query Handling | | | | | |

Course Contents & Course Material

| S. N. | Particulars | Excellent | Good | Reasonable | Need Improvement | Poor |
|-------|---|-----------|------|------------|------------------|------|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | Course Contents | | | | | |
| 2 | Quality of Course material (printing, appearance) | | | | | |

VENUE FACILITIES (Applicable if venue is provided by Vinsys)

| S. N. | Particulars | Excellent | Good | Reasonable | Need Improvement | Poor |
|-------|--------------------------------------|-----------|------|------------|------------------|------|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | Ambience in general | | | | | |
| 2 | Quality of Audio/ Video visual setup | | | | | |
| 3 | Overall Comfort | | | | | |

Remarks : _____

| | | | |
|--|-----|----|-----|
| Course material provided on first day of Training | Yes | No | N/A |
|--|-----|----|-----|

Please describe the strength and weakness of this course

Any other course of your interest?

Participants signature _____



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