

# **Your Words Matter**

## **LEADER'S GUIDE**

# TABLE OF CONTENTS

Program Overview .....	3
Using This Program in a Training Session .....	4
Suggested Training Agenda .....	5
Create Your Own Agenda .....	6
Checklist for Facilitator .....	7
Message to the Facilitator .....	8
TRAINING AGENDA 1: Introducing the Training Session .....	9
TRAINING AGENDA 2: Showing the DVD .....	10
TRAINING AGENDA 3: Discussion & Debrief.....	11
Key Lessons.....	12
Learning Point Recap .....	14
Group Discussion Questions .....	16
Quiz .....	21
Transcript.....	24

© 2015 Stewart Clifford

ISBN 1-56106-330-4

All rights reserved. Printed in the United States of America. Purchase of the DVD or acquiring a streaming license provides authorization to copy this written guide for employees, students and clients within the purchasing organization. No part of this program may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise outside of the organization without the written permission of the publisher.

## PROGRAM OVERVIEW

There are so many ways people can communicate today. Phone calls, emails, text messages, social media. Words are everywhere. But many times, people don't consider the impact of their words or how people may interpret what they say. This is particularly true in the workplace. This program is designed to help everyone within your organization learn the importance of communication – and to help people understand that all forms of communication matter. In particular, viewers will learn:

- To exercise caution with email forwarding, and responses.
- To understand that the tone of their messages matters.
- To gain an understanding of how social media can impact your work.
- To better understand how your communication has the potential to affect your career and your business as a whole.

This program will help increase awareness of the importance of all types of communication. You will learn basic guidelines for avoiding common mistakes and for communicating in a clear and effective manner.

## USING THIS PROGRAM IN A TRAINING SESSION

*Your Words Matter* provides a practical set of guidelines for anyone who deals with electronic communication and social media. Everyone can benefit from better understanding the advantages and potential pitfalls that these forms of communication present. Audiences who will find the video particularly useful include:

**MANAGEMENT AT ALL LEVELS:** Managers at all levels need to have a solid understanding of the key messages in this program and be aware that their own communications matter. They can discuss these ideas with employees as issues arise and proactively work with employees to ensure that all communications are handled optimally.

**ORGANIZATION-WIDE TRAINING:** The message of *Your Words Matter* is a universal one. Any employee who deals with electronic communication, texting, and social media should view the program.

PREVIEW  
For Purchase Evaluation Only

## SUGGESTED TRAINING AGENDA

The agenda provided below will help you prepare for your training session. It can easily be modified to fit your needs and or desired timeframe. On the following page, we have also provided you with an untimed agenda so that you may customize your own training agenda.

### 35-Minute Agenda

	Time	Page
1. Introduce the training session to participants.	5	9
2. Watch the DVD.	11	10
3. Discussion.	10	11
4. Debrief.	4	11

**PREVIEW**  
**For Purchase Evaluation Only**

## CREATE YOUR OWN AGENDA

You may wish to plan your own customized agenda that is different from the one on the previous page.

ACTIVITY	TIME	PAGE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**PREVIEW**  
**For Purchase Evaluation Only**

# CHECKLIST FOR FACILITATOR

This checklist will help you gather everything you need to complete this training session.

## MEETING PREPARATION

- Write down your training objectives.
- If you would like, you can send the Program Overview (page 3) to your participants prior to the training session.

## LOCATION

- Book the room in advance.
- Create an atmosphere that is conducive to learning.
- Provide a surface for writing and be sure that it's adequately lit.
- Be sure all of the seats have a good view of the visuals.

## EQUIPMENT

- Make sure the DVD player or computer is working. Check for sound and video.
- Check the DVD all the way through to be sure it works properly.
- Check any other equipment you will be using in advance of the session.

## MATERIALS

- Leader's Guide
- DVD of *Your Words Matter*
- Paper and pens or pencils and nametags
- Print employee post-test copies to distribute

## MESSAGE TO THE FACILITATOR

You don't have to be a professional trainer to use this program. You should view the program in advance to ensure that you are fully knowledgeable about all the lessons included in the program. You should also make sure that you are knowledgeable about your organization's guidelines on electronic communication.

Allow participants to share their thoughts and past experiences using electronic communications — and stories they've heard about communication errors. Engage participants in a discussion of the lessons contained in *Your Words Matter*. When you are preparing the program, remember the following:

- Create an environment where participants feel free to have an open discussion.
- Send out a memo to participants with an agenda and the goals you wish to accomplish ahead of time.
- Make sure you watch the DVD several days before the training session so you are familiar with the content.
- Invite people to sit up front and not hold back.
- Send an e-mail one day in advance to remind participants of the date and time of the training session.



## TRAINING AGENDA 1: INTRODUCING THE TRAINING SESSION

Time Required: 5 Minutes

**Objective:** This program and training session is designed to increase awareness of electronic communication, social media, and texting and the potential pitfalls that it can present.

Introduce yourself and explain what you hope to accomplish. Smile, make eye contact, and tell them something about yourself. Have everyone introduce themselves to one another.

Tell your participants/audience the goals of this training session and the chapters that will be covered in the session. Remind participants of your organization's communication policies and explain how this program aligns with your organization's goals around communication by social media, email, and other forms of electronic communication. If you have a formal written communication policy, have that available to distribute to each participant.

Explain to the group that there are several parts of this program, which all deal with different forms of communication.

Explain to everyone that these points will be fully explored when they watch the video. Ask them to take notes as they watch the video and to start thinking about how they can implement the lessons in their jobs.

## TRAINING AGENDA 2: SHOWING THE DVD

Time Required: 11 minutes

Objective: To learn about the advantages and potential pitfalls that can arise from all the forms of electronic communications – including email, social media and text messages.

Watch the DVD: *Your Words Matter*.

**PREVIEW**  
**For Purchase Evaluation Only**

## TRAINING AGENDA 3: DISCUSSION & DEBRIEF

### DISCUSSION

Time Required: 10 minutes

Objective: To review and reinforce the lessons found in the program and to recap your organization's guidelines for electronic communications and social media.

In this guide and on the video, you will find questions for discussion. Please use these questions to remind and reinforce the messages in the program.

You also will find a recap of the key messages in the program in this guide. This recap can be reproduced for each participant.

### DEBRIEF

Time Required: 4 minutes

Objective: This final segment will allow you to solicit reactions from your audience and to remind attendees of your organizations commitment to effective electronic communications. You may want to pass out any specific guidelines your organization has developed at this time to reinforce key messages.

# YOUR WORDS MATTER – KEY LESSONS

Here are some of the key lessons from Your Words Matter:

## Your Messages Matter!

- Whether you want to “Forward,” “Reply” or “Reply All,” speed is not always your friend.
- Proofread before you “Send” any email, especially the address box.
- Pay attention to the “Subject” line. It sets the tone of your email.

## Your Tone Matters!

- Use professional language, proper punctuation, and avoid slang.
- Be careful using abbreviations, they can lead to misunderstanding.
- Humor can be effective but KNOW YOUR AUDIENCE!

## Your Privacy Matters!

- Social Media is not private.
- Avoid mixing social media and work, unless it is part of your job.
- Avoid discussing work on Social Media in your private time unless it’s part of your job.

## YOUR WORDS MATTER – KEY LESSONS (CONTINUED)

### Your Reputation Matters!

- Never respond to a message in anger.
- Have an associate read a contentious email before hitting "Send."
- When conflict arises calmly adhere to the facts.

**PREVIEW**  
**For Purchase Evaluation Only**

## YOUR WORDS MATTER – LEARNING POINT RECAP

1. Do not respond to an email in anger. Write a response, have a trusted associate read it, then practice the “Rule of 24 (hours).” Sleep on it. You will have the distance you need the next day to do the right thing.
2. Use proper, professional language. Be clear. Write in complete sentences.
3. Be careful using abbreviations, emoticons and exclamation points. They could leave room for misunderstanding or be viewed as unprofessional.
4. Proofread everything you write before hitting “send.” Then proof it again.
5. Pay attention to the “Subject” line, it helps set the tone for your message. Have a clear subject for each new thread of emails.
6. Don’t write in all Caps. No one wants to be “SHOUTED” at.
7. Type the address in last, lest your email gets accidentally sent before you are finished writing it— then double-check the address before hitting “Send.” Is it going to the right person?

## YOUR WORDS MATTER – LEARNING POINT RECAP (CONTINUED)

8. Use Bcc: when there are many recipients so readers do not have to scroll through a huge list to get to the body of the email.

9. Reply to your business related emails and texts in a timely manner.

10. Slow down a little and proofread, check and double check before hitting “Send,” “Forward” or “Reply All.”

**PREVIEW**  
**For Purchase Evaluation Only**

## YOUR WORDS MATTER – GROUP DISCUSSION QUESTIONS

These questions are designed to generate group discussion following the screening of the program. Use the lined space below each question to modify the questions or to take notes on relevant comments that arise during the discussion.

Ask your group if they know of examples where an email or social media post has caused problems. What lessons can people take from these examples?

---

---

---

---

Discuss how “tone” can work in email and their electronic communication. Tone can be hard to discern. Misunderstood tone can result in some awkwardness and can damage a professional relationship. How can people understand “tone?”

---

---

---

---



## YOUR WORDS MATTER – GROUP DISCUSSION QUESTIONS (CONTINUED)

No matter how clear you think your emails are, sometimes, confusion occurs. Perhaps a phone call or face-to-face conversation can bring clarification and alleviate the confusion. Discuss situations when a phone call would be better than an email or text. (Remember: It is easier to convey “tone” over the phone or face-to-face.)

---

---

---

---

Discuss your organization’s policy on Social Media at work. When is it okay to use Social Media? When is it not okay to use Social Media?

---

---

---

---

**PREVIEW**  
**For Purchase Evaluation Only**

## YOUR WORDS MATTER – GROUP DISCUSSION QUESTIONS (CONTINUED)

Electronic communication is great. It's easy, fast, and convenient. But electronic communication can also last forever. Ask your audience if they know of stories where old electronic communications have arisen to affect a person's career. Discuss how you can avoid this happening to you and your team. List your ideas below.

---

---

---

---

---

---

---

---

**Follow Up:** Ultimately, you are bound to have some confusion and misunderstanding in your email exchanges. Step back and ask yourself, "What is the best way to deal with this?" Perhaps a phone call or a face-to-face conversation will help. Don't let a miscommunication fester. Deal with it immediately. Your tone matters!

## YOUR WORDS MATTER – GROUP DISCUSSION QUESTIONS (CONTINUED)

Here is an example of two email messages. Each is essentially the same, but varied in tone. Read the examples and discuss your reaction to these two emails.

Example 1:

Just got out of a meeting regarding the Golden Account. My ass is on the line here folks and so is yours. This must be closed yesterday. I want a meeting ASAP. No Excuses. All of you need to be here at 9 AM to meet. Marc.

Example 2:

Hi Everyone: I just got out of a meeting on the status of the Golden Account. I reviewed the progress we have made and the obstacles that we are working to overcome to close the sale. We need to meet on this as soon as possible. I've listed three dates and times below. Which works best for everyone? I am confident we will overcome these objections and close this sale if we work together. Thank you, Marc.

Discuss the difference between these two emails. Which one is more effective for the team?

---

---

---

---

---

## YOUR WORDS MATTER – GROUP DISCUSSION QUESTIONS (CONTINUED)

Here is another example of two emails or texts to a vendor. Each is essentially the same, but varied in tone.

Read the examples and discuss your reaction to these two emails.

Example 1:

I don't like your suggestions. We are going in a different direction.

Example 2:

Thanks for your ideas. While I appreciate your suggestions, we plan on moving in a different direction.

Discuss the difference between these two messages. Which one is more effective if you wish to have a relationship with the vendor?

---

---

---

---

---

## YOUR WORDS MATTER – TRUE/FALSE & MULTIPLE CHOICE QUIZ QUESTIONS WITH ANSWERS

1. When you are replying to an email, what should you do?

- a. Check on your tone. Could people misinterpret what you are saying?
- b. Check your fields to make sure you are sending your reply to the correct people and check for autofill mistakes.
- c. Ask yourself, "Does this pass the Jumbo-tron test?"
- d. All of the above

Answer: d

2. When you are angry, what is the best policy when sending an email?

- a. You should respond quickly and decisively.
- b. Write a response and wait 24 hours before sending it.
- c. Call the person immediately and respond to the thing that upset you.
- d. All of the above.

Answer: b

3. It is generally better to avoid speaking about work on Social Media. TRUE or FALSE (Circle one)

Answer: TRUE (Social Media is not private. It's best not to speak about work on social media unless it is part of your job.)

## YOUR WORDS MATTER – TRUE/FALSE & MULTIPLE CHOICE QUIZ QUESTIONS WITH ANSWERS (Continued)

4. When you are unsure of how your tone might be interpreted, try this.

- a. Keep the communication formal and fact based.
- b. If you're not sure, call the person instead of sending an email or text.
- c. Carefully review your communication and ask yourself if the tone could be misinterpreted.
- d. All of the above.

Answer: d

5. You should reply to your business related emails and texts in a timely manner. TRUE or FALSE (Circle one)

Answer: TRUE

6. It can be helpful to think about your communications this way.

- a. They don't last and it's not that important.
- b. I should send a text, it's safer.
- c. Imagine your communication on a Jumbo-tron. Are you still OK with it if EVERYONE can see it?
- d. All of the above.

Answer: c

7. It is OK to send an email or other electronic communication when you are angry? TRUE or FALSE (Circle one)

Answer: FALSE (You should give yourself time to reflect on the communication, how your email or text could be interpreted, how your communication could affect your organization, and on the tone of your messages.)

## YOUR WORDS MATTER – TRUE/FALSE & MULTIPLE CHOICE QUIZ QUESTIONS WITH ANSWERS (Continued)

8. Which of these are good rules to consider with electronic communications?

- a. Don't write in all caps
- b. Emails are very important, text messages are not as important.
- c. Keep your emails vague and general in nature.
- d. All of the above.

Answer: a

9. What is the purpose of the Bcc field?

- a. To prevent an accidental "Reply All" from sending a reply intended for only the originator of the message.
- b. To send a copy of one's correspondence to a third party (for example, a colleague) when one does not want to let the recipient know that this is being done.
- c. To send a message to multiple parties with none of them knowing the other recipients.
- d. All of the Above.

Answer: d

10. Mel sent an email in ALL CAPS. What does this mean?

- a. This message is important.
- a. She is shouting at you.
- b. It's her personal choice.
- c. None of the above.

Answer: b

## TRANSCRIPT

**NARRATOR:**

Words. Language. “The clothing of thought.” Words give shape to your thoughts and feelings. Words influence others’ perceptions of your ideas. Words matter. As much today as ever. That hasn’t changed.

What has changed are the different delivery systems for our words and the speed with which they can be sent and received.

Business communication has changed more in the last 20 years than the previous 200 years combined. And will change more in the next five years than the past 20. This is the world we now live in.

It’s fast.

**BILL, STANDING AT HIS DESK, TYPING INTO A CELLPHONE.**

**BILL (talking as he types)**

Skype Meeting in—  
Six minutes. BYO-Coffee.

**HITS SEND. WE HEAR “WHOOSH.” HE WALKS AWAY.**

**ON-CAMERA NARRATOR**

It’s convenient.

**AMANDA IS IN BED IN HER PAJAMAS TYPING INTO AN ELECTRONIC TABLET.**

**AMANDA**

Offer has been accepted and we present tomorrow. Well done, team.

**HITS SEND — WE HEAR “WHOOSH.” SHE PICKS UP A CARTON OF ICE CREAM AND HAS A BITE.**

**ON-CAMERA NARRATOR**

It’s paperless.



ON CAMERA NARRATOR LISTENS AS SFX COME UP: WE HEAR TYPING ON A KEYBOARD, A FINAL HIT, AND THE ELECTRONIC “WHOOSH” OF AN AIRPLANE COMES UP AGAIN AS AN EMAIL IS SUCCESSFULLY SENT.

ON-CAMERA NARRATOR

And . . . it can be dangerous.

AMANDA READS AN EMAIL, SHAKES HER HEAD, AND BEGINS TYPING FURIOUSLY:

AMANDA

That Strategic Plan is the stupidest thing I ever read. I have got to forward this to Martin.

SHE FINISHES TYPING A QUICK, SNARKY NOTE ON HER FORWARDED EMAIL:

CUT TO:

ECU OF COMPUTER SCREEN, EMAIL READS:

Dumb and dumber in Management (Mike and Mary) strike again!

NARRATOR:

Fast is good, but speed isn't always your friend. Amanda's going too fast. She failed to check autofill. Instead of sending her email to Martin, she sent it to her bosses Mike and Mary — aka “dumb and dumber.” Forwarding the right message to the wrong person — or vice versa — can cause a lot of damage. The only solution is this: Before you send any messages, do a final check.

NARRATOR:

- Proofread before you “Send” any email, especially the address box.
- Pay attention to the “Subject” line. It sets the tone of your email.
- Check them! Whether you want to “Forward,” “Reply” or “Reply All,” because . . .

Your Messages Matter!

NARRATOR:

“Tone” is the attitude behind the written word, the true intent and sometimes it’s hard to discern. Professional writers work very hard to get the tone just right. Emails and texts are often received differently than they were intended because the “tone” of the message was misinterpreted. Are your communications always received just the way you intended?

**BILL ENTERS HIS OFFICE FROM A MEETING. HE SEEMS UPBEAT, ADRENALIZED. HE DEPOSITS MEETING MATERIALS ON HIS DESK AND SITS.**

**BILL (to himself)**  
That meeting was amazing. We nailed it.

**CUT TO:**

**AMANDA ENTERS HER OFFICE FROM A MEETING. SHE SEEMS A LITTLE DOWNCAST. SHE DEPOSITS MEETING MATERIALS ON HER DESK AND SITS.**

**AMANDA (to herself)**  
That was bad. I blew it.

**INTERCUTS:**

**BILL**  
Amanda’s an animal. She hit every point.

**AMANDA**  
I sounded like SIRI reading the phonebook.

**BILL**  
(grabs his cell)  
I’m gonna tell her what a great job she did.

**HE BEGINS TEXTING, SURE THAT AMANDA IS OF THE SAME MIND.**

**AMANDA STARTS WORKING.**

**BILL**  
(texting)  
You are really—

CUT TO AMANDA AT HER COMPUTER, HER PHONE DINGS. SHE PICKS IT UP.

AMANDA

Now what...

(reading)

"You are really something, you know that?"

(beat, a little defensive, to herself)

What does that mean?

(texting)

Beg your pardon?

SHE HITS SEND, WE HEAR I-PHONE SLIDE WHISTLE, VWOOP! EFFECT REPEATED AS NEEDED.)

BILL

(reads then texts, very positive and sincere)

That was sick what you did in there.

AMANDA READS BILL'S TEXT ALOUD, NEGATIVELY AND SARCASTICALLY, FOCUSING ON THE NEGATIVE.

AMANDA

That was sick what I did in there?

(texts, certain Bill is being sarcastic)

Yeah? What about you?

BILL

(texting)

I pale in comparison to--

AMANDA

(reads)

"the great Amanda?"

(texts, getting mad, biting off her words)

You're not giving yourself proper credit, Bill.

BILL

(texting)

You really know how to take control of a meeting. Wow!

AMANDA

(texts, sarcastic)  
Way to get my back when I needed it!!!

BILL  
(reads)  
...Aww...  
(texting)  
What I'm here for pal.

CUT TO:

ECU OF BILL'S LAST TEXT. AUTOCORRECT HAS CHANGED IT TO:

"What beer is for, pal."

AMANDA  
(reads, to herself)  
Real professional, Bill.

BILL  
She's the best.

AMANDA  
What a jerk.

NARRATOR:

One texting conversation—two very different takeaways. Never "assume" the recipient of your business communications is in on a joke or shares your brand of humor. And beware of autocorrect! When you write a post of any kind... Be Clear. Be Concise. Be Professional. It's the only way to make sure you will always... Be Understood.

GRAPHIC ON THE SCREEN:

ON CAMERA NARRATOR (VO) RECAP

- Use professional language, proper punctuation, and avoid slang.
- Be careful using abbreviations, they can lead to misunderstanding.

-Humor can be effective but KNOW YOUR AUDIENCE!

Because:

Your Tone Matters!

NARRATOR:

Privacy is a big issue in today's climate of electronic business communications—or more to the point—a complete and utter LACK of privacy. We have probably all had the painful experience of thinking one of our social media posts was going one place and learning later it went to another. Amanda is in her office tweeting—thinking her tweets are private, but they're not.

(Amanda is tweeting in her office and Bill is in his office re-tweeting and commenting on everything she tweets. The tweets and comments are seen on the screen as we intercut between the two "offices.")

Amanda types into her phone.

INTERCUTS: (from person typing to their screen as we watch Amanda and Bill's tweets assemble:)

She is:

(cute pic) Amanda Daniels  
.@Amanda'sDay

This day is going sooooo slow.

BILL in his "office" reading Amanda's tweets and retweeting. (He will hit send at the end of the scene.) He is:

(funny pic) Bill DeVille  
.@Bills-A-Pill

Amanda's day is draggin'!

(cute pic) Amanda Daniels  
.@Amanda'sDay

Your Words Matter

Spent half the morning on my latest app — didn't help!

(funny pic) Bill DeVille  
@billsapill

Angry Birds be boring. #quasi-quote

(cute pic) Amanda Daniels  
@Amanda'sDay

I am leaving early today so I can work out. Shhhh...

(funny pic) Bill DeVille  
@billsapill

"Amanda's skippin' out early to hit the gym." #quasi-quote

(cute pic) Amanda Daniels  
@Amanda'sDay

Curling up later for a GAME OF THRONES marathon.

(Amanda sees his re-tweets. Shocked—she looks up and yells out her office door.)

AMANDA  
Omygod — those tweets were private!

BILL (smiling, yelling out his office door)  
No they weren't...  
(looks down)  
Hey — just hit my 10,000th follower!

AMANDA (despondent, to herself)

Hashtag busted.

#### NARRATOR

The Merriam Webster definition of the word social is: of or relating to PEOPLE! There are other definitions of the word and they all add up to the same thing: Social is NOT private. Social Media is the opposite of private. Make sure you are okay with your posts being read by anyone and everyone:

Your Privacy Matters!

- Unless it's part of your job, don't use social media and work.
- Avoid discussing work on Social Media.
- Remember, Social Media is not private.

#### NARRATOR:

Tried and true business communication practices still apply and not just to business letters anymore. They apply to e-mails, texts, tweets, posts, blogs, web sites, and power points--just to name a few. In the old days it took longer to write a letter, place it in an envelope, buy a stamp and find the nearest mailbox. It provided enough time to stop some angry, impulsive responses from getting "sent." Imagine this test: every communication you write on the job appears in real time on a public Jumbo-tron. Would you be comfortable with everything you write being displayed there?

Bill, at his desk, is reading an email from a customer and getting angry. He slams his hand on his desk:

#### BILL

Who does this guy think he is?!  
(starts to type)

OVER BILL'S SHOULDER, ON A HUGE SCREEN ATOP A BUILDING ACROSS THE STREET, WE SEE WHAT HE IS TYPING IN REAL TIME—ONE PAINFUL WORD AT A TIME.

#### INTERCUTS:

BILL (typing)

"Dear Bob, I just finished reading your email about our "snail's pace" in filling your most recent order. Considering that your order was three days late and that you have two unpaid invoices on the books, I can't believe you actually said this. You have no respect for our process. You put ridiculous provisions into all your purchase orders. You have been rude to my team..."

BILL LOOKS UP. AMANDA IS IN HIS DOORWAY.

AMANDA

Bill! What are you doing?

BILL

Answering an email from Bob over at Monumental who had the nerve to----

AMANDA

Bill!

BILL

What, Amanda? The guy's a jerk --

AMANDA

They are long time clients! I work closely with their marketing department. Your email is going to affect my professional relationship with the en...

<Her phone dings.>

AMANDA

(looking at her smartphone)

Uh oh.

BILL

What?

AMANDA

Mr. Scott just looked out his window and saw the jumbotron.

BILL

Who is Mr. Scott? What Jumbotron?

AMANDA

He's the CEO of Monumental Electronics, and THAT jumbotron.

AMANDA NODS TO THE WINDOW AND BILL LOOKS OUT, SEEING...THE JUMBOTRON. HE SEES HIS EMAIL, HUGE, IN ALL ITS GLORY. THEN HE LOOKS AT... THE AUDIENCE ON THE STREET: LAUGHING, CHEERING, WAVING...



BILL LOOKS SICK. HE WAVES BACK.

BILL  
Oh crap.

AMANDA  
We lost the account.

AMANDA  
Nice work, Bill.

BILL TYPES AND WE SEE IT APPEAR ON THE JUMBOTRON:

Oops.

NARRATOR:

It's understandable that you may need to vent when you are angry, but angry responses should never be sent — they don't work and they don't achieve positive results. If you are not sure how a business communication will be received, have someone impartial read it — someone you know and trust. Then sleep on it. Then imagine it on a Jumbotron! You'll be able to "hear it" from a different perspective and you will know what to do. An angry, knee-jerk reaction that might feel good in the moment but has the potential to do irreparable harm.

Your Reputation Matters!

- Never respond to a message in anger.
- Have an associate read a contentious email before hitting "Send."
- When conflict arises calmly adhere to the facts.

NARRATOR

Only you can control what you write in your posts, emails, and tweets. You need to think about how these communications will be received. Studies show that appropriate, businesslike language in all electronic communications is good for you professionally and for your business financially. Here is a List of Top Ten Best Practices in today's world of Business Communication:

1. Do not respond to an email in anger. Write a response, have a trusted associate read it, then sleep on it. You will have the distance you need the next day to do the right thing.
2. Use proper, professional language. Be clear. Write in complete sentences.
3. Be careful using abbreviations, emoticons and exclamation points. They could leave room for misunderstanding or be viewed as unprofessional.
4. Proofread everything you write before hitting “send.” Then proof it again.
5. Pay attention to the “Subject” line, it helps set the tone for your message. Have a clear subject for each new thread of emails.
6. Don’t write in all caps. No one wants to be “SHOUTED” at.
7. Type the address in last, lest your email gets accidentally sent before you are finished writing it—then double-check the address before hitting “Send.” Is it going to the right person?
8. Use bcc: when there are many recipients. That way, readers do not have to scroll through a huge list to get to the body of the email.
9. Reply to your business related emails and texts in a timely manner.
10. Slow down a little and proofread, check and double check before hitting “Send,” “Forward” or “Reply All.”

#### ON-CAMERA NARRATOR

There are many other safeguards but none more important than common sense. Allow it to be your Number one guide. Ask yourself: Am I okay with this being posted on a Jumbo-tron? If not, then don’t say it because... Your Words Matter!

# For more information...

---

...about Performance Resources' award-winning videos, trainer packs, toolkits, and streaming, please call:

**1-800-263-3399** or visit us at  
**[www.owenstewart.com](http://www.owenstewart.com)**



**OWEN-STEWART PERFORMANCE RESOURCES INC.**

4485 Shoreline Drive, Gloucester, ON K1V 1S7

Toll Free: 1-800-263-3399

Email: [sales@owenstewart.com](mailto:sales@owenstewart.com)

Website: [www.owenstewart.com](http://www.owenstewart.com)

---