Communicate with Impact

ENGLISH & BUSINESS COMMUNICATION

ETIQUETTE

What is Etiquette ?

- Etiquette is about being comfortable around people and making people comfortable around you.
- Etiquette still “opens door”

Life is more pleasurable and easier when we know :

- What to expect from other people
- What they expect from us
- How to respond in an appropriate way

ETIQUETTE

What is Business Etiquette ?

- Putting to work those soft skills which provide us with the confidence to handle people and situations with tact, diplomacy and respect in the business environment .
- Ignorance can be costly.
- Many potential business and profitable alliances have been lost because of unintentional breach of manners .

Work Place Etiquette

- Meet, greet & treat others well –Your professional image starts with the way you present yourself and is reinforced with your personal manners.
- Be dressed for the occasion-Don't be casual or you will be a casualty
- Always have a smiling face.
- Maintain eye contact.
- Always have a firm handshake
- Talk positive about people or situation – Don't condemn/complain/criticize
- Be Proactive- Take initiative. Anticipate what is required of you.
- Follow the protocol-Follow the system ,do not work against it.
- Manage your "EGO"

In business, first impressions matter. Studies show over 70% of professionals judge credibility based on writing quality.

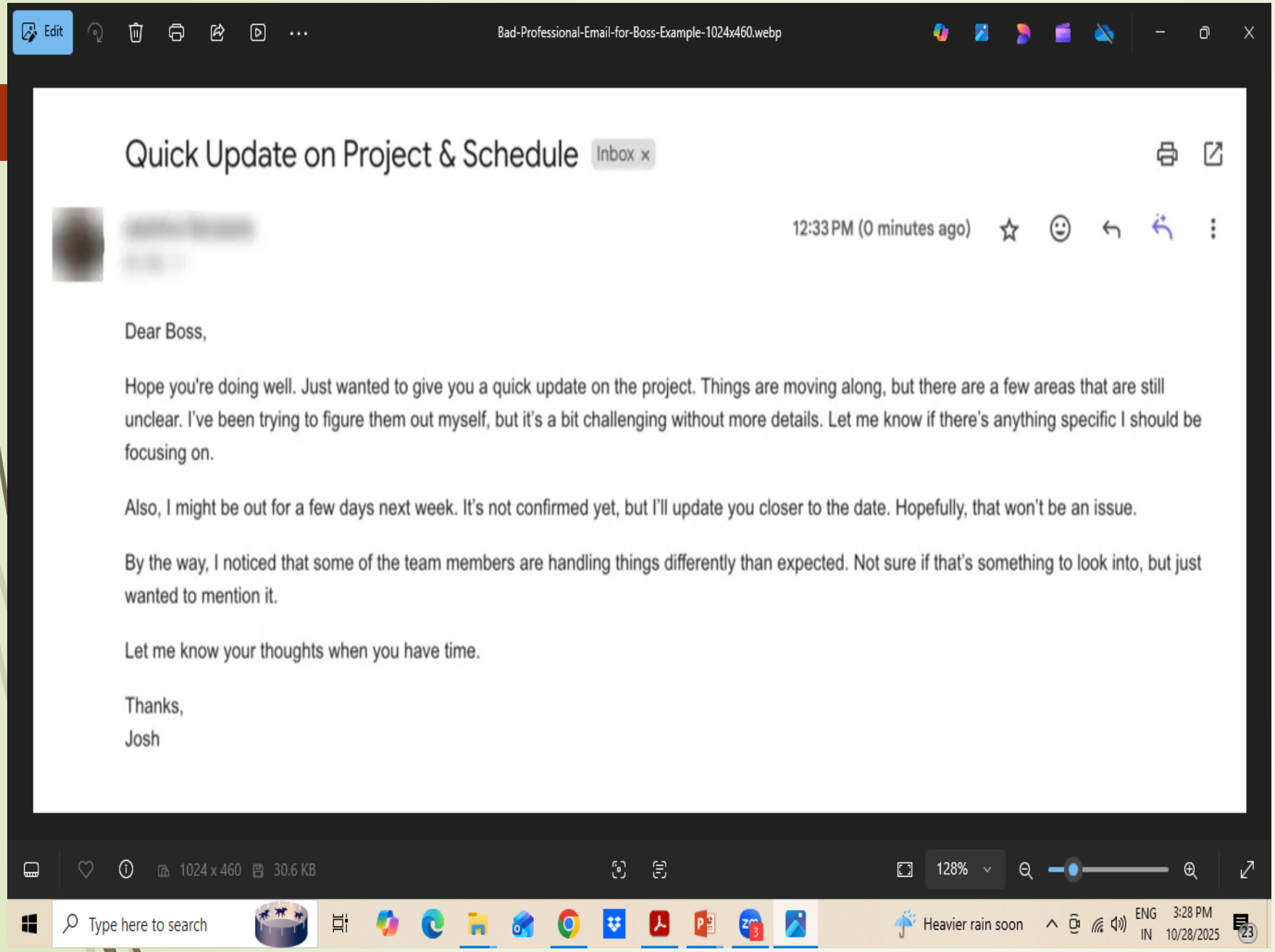
Even one poorly written email can damage your professional image and cost you trust.

Email Etiquette

- Subject line- Keep it clear, short & relevant. Avoid vague subjects like Hi, or urgent !!! ,just for U etc.
- Use a polite greeting & salutation –Depending on formality e.g. Dear Sir/Madam, Dear _____
- Purpose in the opening of the mail – Start with the reason for writing the mail in the first line
- E.g. With reference to our discussion on _____ last week , I would like to inform you……
- Tone & language – Keep it polite, positive & professional .Avoid slang, E-mojis, jargons, acronyms
- Structure & clarity – Write short paragraphs & bullet points for clarity.
- Use proper punctuations .
- Proofread before sending the mail- Check for spellings, grammar & tone.
- Professional Signoff – End with courteous close : Best regards/Kind regards followed by your name & designation

Email Etiquette

- Mail must discuss the subject line topic
- Don't use CAPITALS-THIS IS SHOUTING
- Don't email offensive remarks
- Don't attach unnecessary files
- Answer Promptly
- Don't email confidential information



What's wrong ?

"Quick Update on Project & Schedule" doesn't indicate urgency or key points

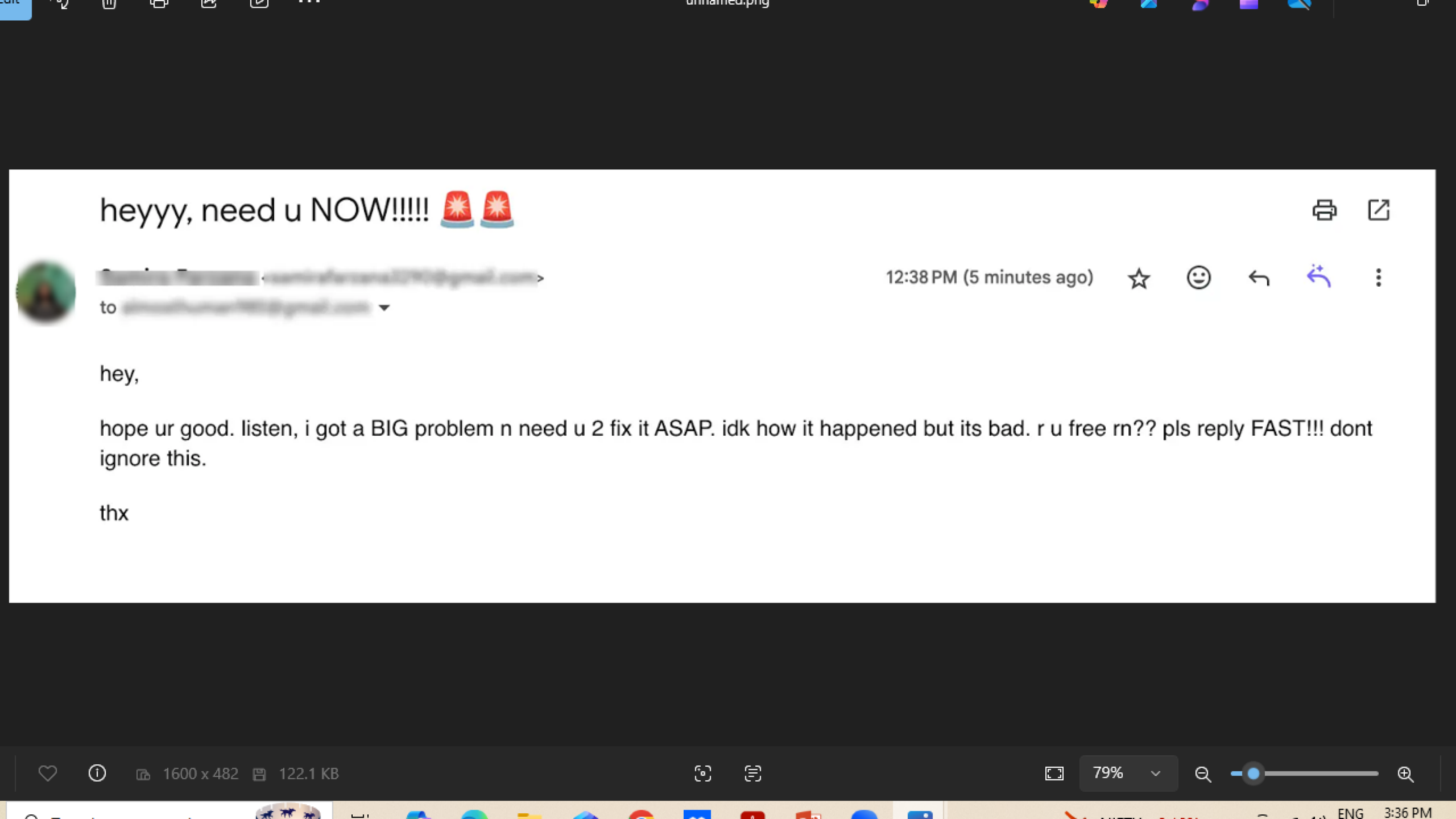
"Hope you're doing well" is fine, but a professional email to boss cannot be informal.

Mentions unclear areas but don't specify what's needed or ask for guidance directly

Mention potential time off without formally requesting approval

Suggests others aren't working correctly but don't provide useful details, making it seem like unnecessary gossip

Ends with a vague line instead of specifying what response is needed


heyyy, need u NOW!!!!! 🚨🚨
12:38 PM (5 minutes ago)
to
hey,
hope ur good. listen, i got a BIG problem n need u 2 fix it ASAP. idk how it happened but its bad. r u free rn?? pls reply FAST!!! dont ignore this.
thx
1600 x 482
122.1 KB
79%

Subject Line: "Urgent! Your acccount detials need varifcation"
Email Body:
"Hi John,
We seen a issue with your acount login. Pls resset your passwrod immediatly to avoid accsess problem.
Best,
Maggie"

What's wrong:

- ❌ Multiple spelling errors ("acccount," "resset," "varifcation") make it look unprofessional.
- ❌ Poor grammar and spelling create confusion.
- ❌ The subject line has grammar mistakes and could trigger spam filters.
- ❌ The tone feels rushed and lacks professional tone or proper formatting.

Subject: Extremely frustrated with your service
Hi,
I'm really disappointed with how things have been handled. I've emailed twice already and no one has responded. This is unacceptable, and honestly, I'm starting to question why we even chose your company.
I hope someone gets back to me this time

What's wrong:

- Emotion drives the tone, not clarity
- No details on what the issue actually is
- Lacks a clear request or outcome
- Likely to put the reader on the defensive

Subject :Need resolution on support ticket #2389
Dear Rhonda,
I've followed up twice on ticket #2389 regarding billing discrepancies, but haven't heard back. The incorrect charge still appears on our account.
Request some staff from billing review this and confirm the next steps by EOD tomorrow.
I'd appreciate a quick resolution so we can close this out.
Thanks,
Nathan

Subject :Update

Hey,

Just wanted to give an update on the campaign. We made some progress this week — the design is mostly done, and dev is working on integration. There are a few bugs left. We're also considering changing the CTA, but not finalized yet. Might need input from the growth team too.

Let me know if you have any thoughts.

Regards

What's wrong:

1.Vague subject line

2.No clear summary or structure

3.Unclear who needs to act on what

4.Leaves readers guessing what's important

Subject : Campaign status update

Hi team,

The design is done, the development is in progress with some open bugs. We need input on the CTA from Growth by Friday.

What's done:

– Final design files are approved

– Dev has started integration

What's pending:

– 3 known bugs (logged in ClickUp)

– Finalizing CTA copy

Next steps:

– @Jacob (Growth): Can you review the CTA options by Friday?

– @Natasha (Dev): Bug #302 needs confirmation before release

Let me know if anything's unclear.

Regards