

# Skills to Succeed

Effective email communication



High performance. Delivered.



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consulting | technology | outsourcing

# Accenture Overview

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- Global management consulting, technology services and outsourcing company
- More than 261,000 people serving clients in over 120 countries
- Corporate Citizenship
  - Through the program [‘Skills to Succeed’](#), Accenture volunteers share their knowledge and experience
  - Our goal: by 2015 we will equip 500.000 people around the world with the skills to get a job or build a business



# Accenture in Romania

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- Accenture has operated in Romania since 2003.
- Bucharest office, West Gate Park
- [www.accenture.com](http://www.accenture.com)
- [Facebook/accentureinromania](https://www.facebook.com/accentureinromania)



# Who am I?

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## Diana Ionescu

Global Process Expert and Training Coordinator

**Specialty:** HR process specialist, high expertise in project management across global initiatives, new joiners training coordinator, mentoring and effective email communication facilitator

**Personal interest:** cooking, reading or watching TV series, listening to jazz and indie and sleeping 😊

# Agenda

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I. Think before you write

II. How to write an email

# Learning objectives

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At the end of the training, the participants will be able:

- Identify when an email is the appropriate communication format
- What to consider before writing an email
- How to correctly structure the email

# Part one: Think before you write

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The key to clear writing is clear thinking

- Is email the appropriate mean of communication?
- Why am I writing this email? What's my purpose?
- What's the most important message?
- Who will read the email?

# 1.1. Is email the appropriate choice for this message?

Example of a congratulations email

*Dear,*

*Although it is a little bit late I want to congratulate you for all your hard work and effort and all you have done for this team. We appreciate everything and would like to say a big “thank you”. Wish that all the team members could be like you.*

*This is the reason why you got extra money in your bank account this month.*

*Steve*



# 1.1. Is email the appropriate choice for this message?

Do not use email when is about:

- Private information.
- Confidential or sensitive information.
- Feelings, emotions.
- Justifications – if the person is not entitled to them.
- Whose fault it is because something went wrong.

## 1.2. What's my purpose?

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This is an example of an email that is trying to serve several purposes

*To My Team,*

*Thanks so much for all your hard work during the past six months! We would never have exceeded our goals without your efforts, creativity, and enthusiasm. The attached sales report indicates a 10% increase over sales for the same period last year—you can all be proud.*

*We have to address a difficult challenge. Our marketing budget for the next quarter has been cut by 25%. We need to come up with ideas to achieve the same—or better results—with fewer expenses. Please come to next week's meeting ready to brainstorm ways we can do that.*

*Jennifer*

## 1.2. What's my purpose?

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### Writing to influence

- Why Should Readers Do What You Want Them to Do?

*e.g. Send me comments on my proposal by Friday.*

### Writing to inform

- What Do Readers Need to Know?

*e.g. Servers will be down for three hours on Friday*

## 1.2. What's my purpose?

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Email should be focused on just 1 purpose!

- Answer or ask a question?
- Verify information?
- Send someone a document?
- Make your opinion known?
- Give advice?
- Convince someone to take action?
- Ask for help?
- Thank someone or show your appreciation?

## 1.3. What is the most important message?

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This is an example of over sharing information with someone

*Hello Peter,*

*Your request for information about last year's payments was passed to me from Josh Feldman who is my counterpart in the Denver office. I conducted research into our records in an attempt to locate the payments that you said were missing. We are in the process of transitioning to a new computerized payments system, which is the reason that my research took so much time. According to our records, your company was paid a total of \$2585.00 last year for consulting services. \$260.00 of that \$2585.00 was on check #182394 which was cut on January 7 and the remainder of \$2325.00 was on check #211367, which our records show was cut on May 6. We show no other payments made by us to you during the course of the year. We do not know why there is a discrepancy between your records and ours. I hope this information is helpful. As you requested, I have asked Violet Meersham to send you a 1099 this week. Let me know if I can be of any further assistance.*

*Sincerely,*

*Leslie K.*

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## 1.3. What is the most important message?

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What is different from the previous example?

*Hello, Peter,*

*As you requested, I have asked Violet Meersham to send you a 1099 this week.*

*According to our records, your company was paid a total of \$2585 last year for consulting services. \$260 was on check #182394, cut on January 7, and \$2325 was on check #211367, cut on May 6. We show no other payments.*

*I hope this information is helpful. Please let me know if you have more questions.*

*Sincerely,  
Leslie K.*

## 1.4. What's my reader point of view?

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Example of an email that has a lot of technical terms

*Hi Mary*

*I just run it and it doesn't retrieve employee Jeanne THAO with ID = 000274398 which is o.k., but it doesn't retrieve it with her new ID = 000295842 because her Expected Termination Dt is more than 2 months ahead (31/12/2007).*

*By the way, why are you rehiring with a new EmplID instead of inserting a ReHire record??*

*Thanks,*

*Dana*

## 1.4. What's my reader point of view?

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- What's your relationship with the reader?
- How much does the reader already know about this subject?
- Is the reader likely to use the information to take action? Make a decision? Be informed?
- How is the reader likely to feel about this message?



# Part two: How to write an email

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- Writing a good subject line
- Salutations
- Introductory line & linking devices
- Email body
- Closing and signature
- Sending attachments
- Addressing the message.

## 2.1. Subject line

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Bad	Good
New Program	Accepting applications for flex-time program
Changes	Health benefits to change next year
Dates	Kickoff Meeting— Apr 2, 6, or 9?

- Make it descriptive
- Make it specific
- Make it concise and clear
- Make it intuitive
- Change the subject line when the subject changes

## 2.2. Salutations

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### Salutations should always be used

#### Formal

- Dear Mr. Wolinsky,
- Dear Clients,
- To My Clients:

#### Informal

- Hi Team,
- Hi Everyone,
- Hello Associates
- Hi Bob,
- Dear Bob,
- Hello Bob,
- Bob,

## 2.2. Salutations

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### The do's

- **Dear Sir/Madam** - used when you do not know who the recipient of the email is
- **Dear Mr. John William** - commonly used whenever you are in doubt about the name/forename of the person
- **Dear John, Wanda** - only if the email is addressed to two persons, but not more

### The don'ts

- **Dear Financial Administration** - do not use dear with names of companies, departments etc.
- **Dear Ms/Mrs. Brown** – it is considered unacceptable unless you are obviously unaware that the person you are writing to is married/unmarried.
- **Dear** - it may be interpreted as too friendly or even arrogant.

## 2.3. Introductory line & linking devices

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**Certain formulas can help you better begin/structure your email:**

*In the first place*

*By way of introduction*

*I am writing to you because*

*In the second place/secondly*

*Moreover, in addition*

*On the other hand*

*On the contrary*

## 2.4. Email body

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*Hi Laura,*

*The total contribution you've made for this tax year is \$7,200. The maximum contribution for the year is \$11,000, plus an additional \$1,000 if you are age 50 or older.*

*If Craig wishes to contribute the maximum, he can contribute \$4,800 for the rest of the year (\$12,000 less \$7,200 = \$4,800). If he can get the Salary Reduction Agreement form to me by Tuesday, we can take advantage of the last three months in this tax year (\$4,800 divided by 3 = \$1,600).*

*Next year's maximum is \$12,000 plus an additional \$2,000 if you are age 50 or older. Our tax year begins with the December pay period (the check that's issued on January 1).*

*I hope this information is helpful.*

*Best wishes,*

*Pierre*

## 2.4. Email body

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- **Short sentences** and paragraphs are easier to read than long ones.
- **Lists** are easier to read than sentences and paragraphs.
- Information is easier to follow when there's **space** between list items and paragraphs.
- Don't Use All **Caps** or All Lowercase Letters
- Use **bullets** but be aware that not all of them might not show up on other people's computers the way they do on yours.
- Avoid too many **no's and never's** – keep it positive.
- Although not forbidden, it is preferable not to use the word **problem** – you can use instead issue, matter.

## 2.4. Email body - Proofread

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- Run a spell-checker before sending out an email.
- **Don't count on it to catch every error.**

*Within the next to months, we plan to implement a couple of change in procedures that will effect the customer service and billing departments.*

- Your spell-checker looks only for misspelled words. In this example, the words were spelled correctly—they were just the wrong words.



## 2.5. Closing and signatures

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### Formal

*Sincerely, Regards, Yours truly*

### Less formal

*Best wishes, Warm regards, Thank you*

### Casual

*Thanks, See you soon, Cheers*

## 2.5. Closing and signatures

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### Signature

*Ilinca Popa*

*Name of the company (if it is the case)*

*Contact address*

*Phone*

*E-mail*

## 2.6. Sending attachments

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- Explain the attachment and ensure the name fits the content of the document
- Include in the email a clear statement of what you are expecting them to do with the attachment
- Archive the file if it is too big (win zip, win rar etc.)
- Keep the file size moderate

## 2.7. Addressing the email

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- Put the right people in To
- Put the right people in the CC
- Use the BCC with caution
- Use Reply to all with caution
- Think before forwarding a message

# Wrap up

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- **Think**

- if the email is the right communication tool for the situation
- about the purpose of the email
- about who will read the email

- **Check**

- Your subject line
- Your salutations
- Email body
- Introduction sentence – Linking devices - Closing sentence
- The attachments
- Who you're addressing the message.

# Questions & Answers

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