

# Effective COMMUNICATION

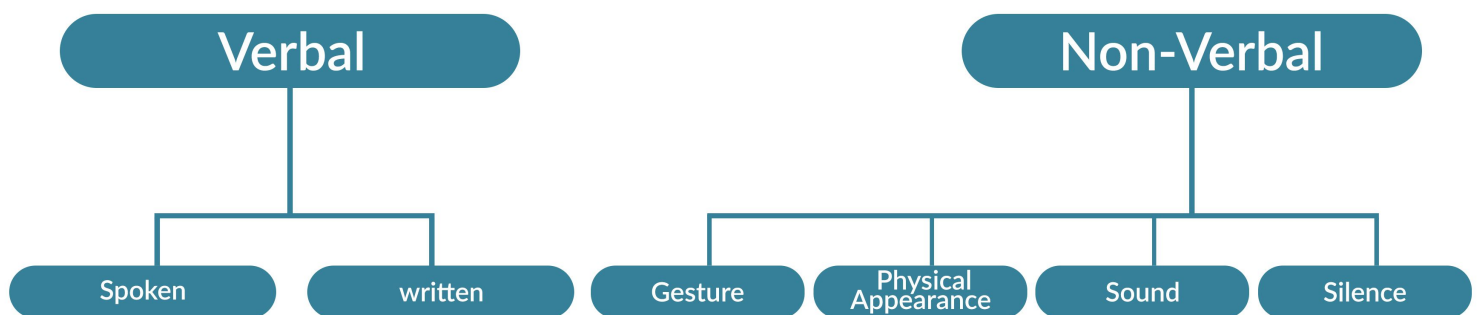
**2021  
AUGUST**

# BEST PRACTICES : BETTER COMMUNICATION

## Introduction.

- Objective of the course is to offer practical insights in day to day working we do and offer suggestions for best practices to improve the quality of communication with client and within the firm.
- The objective is to think of scenarios/situation where- Is there a better way of doing things, what can be done better & How....?, etc.?

## COMMON MODES OF COMMUNICATION :





Oral Communication

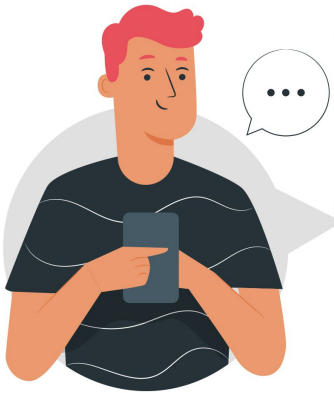
VS



Written Communication

# SPOKEN VS WRITTEN:

## When to use Oral messages:



• Immediate feedback

• Better relationships

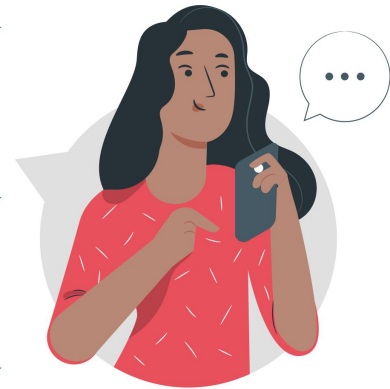
• Effective tool for persuasion

• It's only way out during emergency

• Effective tool for Group communication

• Economical

• Allow to measure effectiveness immediately





## DISADVANTAGES OF ORAL COMMUNICATION

- Poor Retention
- No Record
- Time Consuming
- Misunderstanding
- Lengthy Messages
- Lack of Responsibility
- Imprecise

### Con's of written form

Lack of secrecy

Expensive

wastage of time

Late feedback

Lack of direct relations

Lack of flexibility

Red tapism

Useless for the illiterate

Cost of filing and indexing

Flattery and inflated information

Delayed correction

Complexity and sluggishness

### Pro's of written form

Authoritative Document

Easily understanding

Acceptability

Effectiveness

Permanent record

Reduction of Risk

Less possibility of Distortion

Alternative Method

Delegation of Authority

Effective control

Personal Image

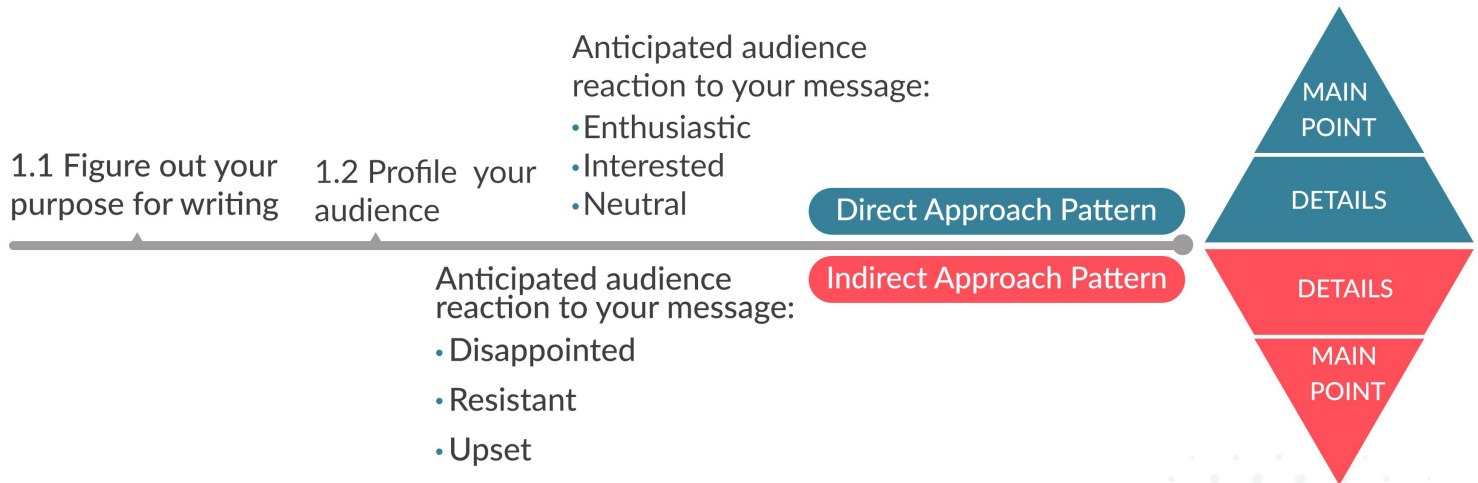
Wide Access

## Which one is more acceptable depends on:-



## Content/elements While Addressing Internal e-Mails :

### Choosing an Organizational Approach in the Writing Process



## Commonly noted issues in e-mail communication:



No subject mentioned/incorrect subject causing confusion to recipients /subsequent filtering process becomes difficult



Starting a fresh e-mail every time without keeping trail e-mails



Where is attachment.....????



Use of personal e-mails especially when there are many recipients who can question compromise on confidentiality aspects





For meeting invites, using e-mail option instead of using Appointment/ Meeting option




No salutation used- Dear/Hi/Mr....., No signatures in e-mail body.

## Best practices for effective e-mail communication:

 Best practices: Self review- Always have one minute on hand to read draft before sending

 Best practices: Use appropriate salutation. Consider recipient and their culture E.g.- San- Japan

 Apply spell check/Thesaurus once

 In case of incorrect e- mails sent- recall option, another e-mail seeking ignorance for the incorrect e-mail

## Content /elements while addressing client's e-mails:

1

**Greet**

Simple, direct

**Introduce**

Crisp, impactful

2

3

**Give Context**

Informative, intriguing

**Explain benefit to receiver**

Important, obvious







4

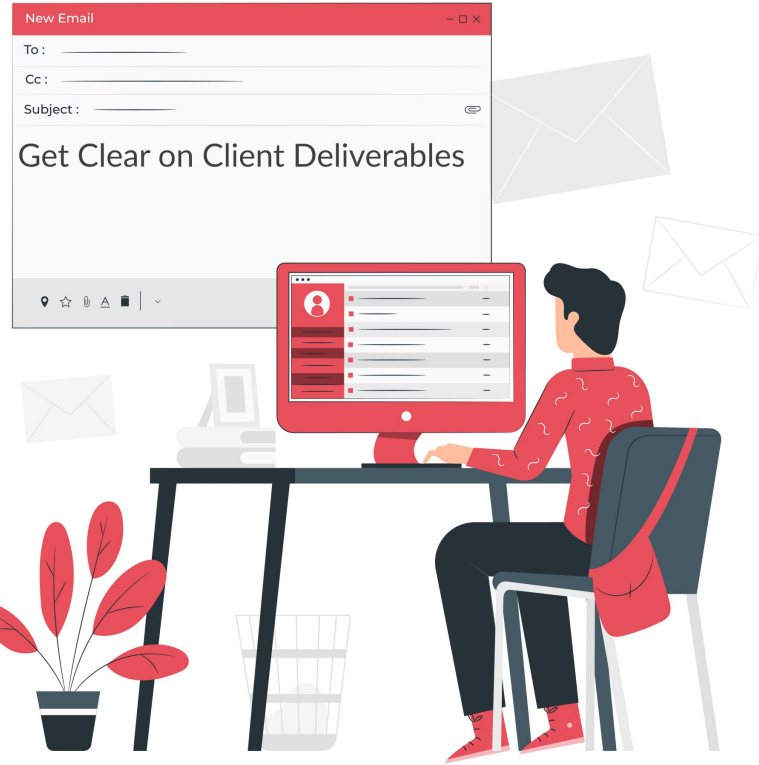
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**End with call for action**

Commitment seeking

## Commonly noted discrepancies in client deliverables:

-  No logical sequence followed causing lack of understanding/clarity to the intended users
-  Undefined Abbreviations- E.g.- ICSI- Institute of Company Secretaries, SA- Standard on auditing, ROC, MCA, etc. ....
-  Incomplete words/spells used E.g.- Clearing- Clg., Please- Pls., Requirement- Req., Companies Act- Co. Act / PFA
-  Comparison with previous period version of deliverables not done
-  Updated version of deliverables not used
-  Relying on/reference made to unsigned or draft version of documents/evidences



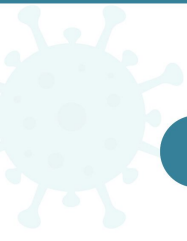
## For responding to client emails

## How to define key project deliverables ?

- Ask the right questions
- Gather the requirements
- Identify the KPIS
- Review and approve



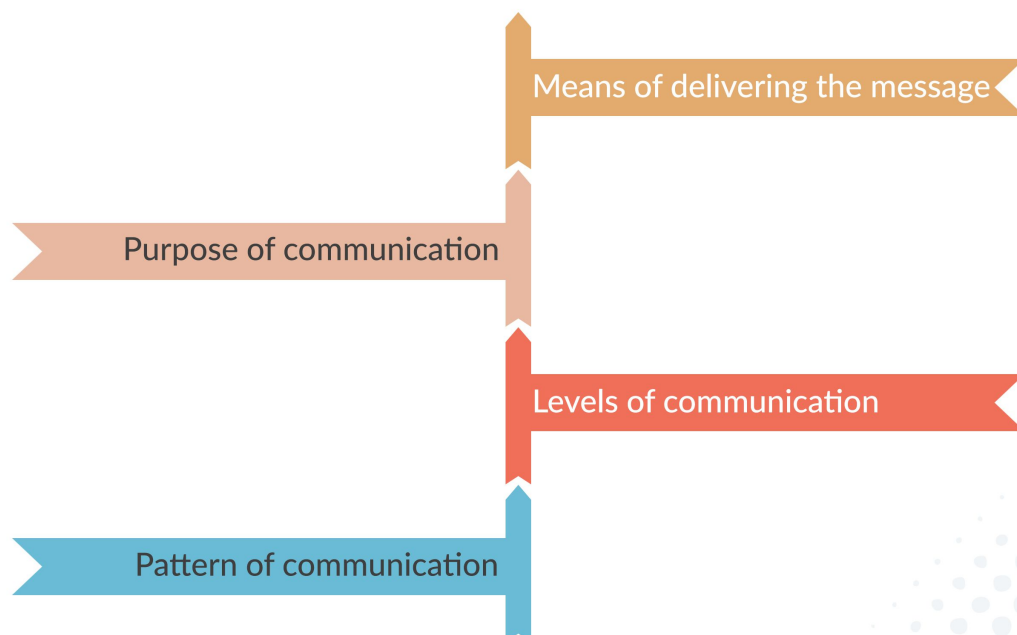




## Best practices for client Deliverables:

- Best practices: Self review- First think of sequencing & flow and then draft...
- Best practices: Compare with previous year/ peer practices
- Best practices: Agree draft deliverables with client
- Best practices: Map deliverables with agreed scope and planning work...
- Apply spell check/Thesaurus once

## Effective communication depends on:

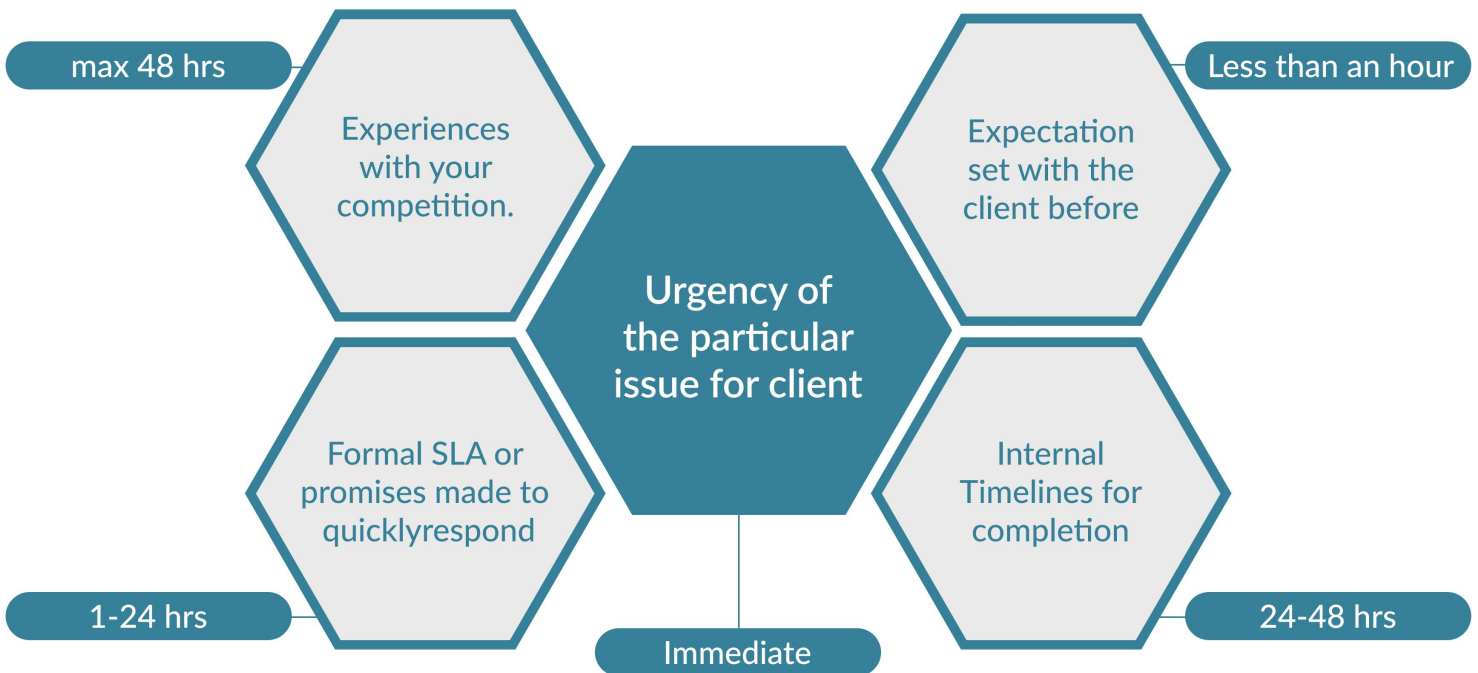


# Response Time

## Response Time



How to determine response time Depends on benchmarks questions:-



## Written communication to deal with Delay in response:-



Identification of root cause and prepare a issue resolution



Draft an E- mail with strong subject that indicates a systematic risk and will attract attention



High on facts & Low on emotion



Suggest a solution for faster reply



State the impact or consequences of delay as per the reporting requirements.

## Watch your tone, mister

The tone of the form matters



10% of conflicts are due to  
difference in opinion

**90% are due to**  
wrong tone of voice.

Slow down during conflicts, plan & say

don't type in angry mood

Check & clear your intention.  
They are email readers; not mind readers

Define the problem and be specific.

Listen to understand and ask question.

Resist the blame game, be open and find  
common ground.



# We are ONE TEAM

## > Meaning of cc and bcc

- Internal and external

## > Request for help.

- Be clear of requirement
- Discuss consequences
- Develop rapport
- Discuss issues and resolve

## > When and how to escalate

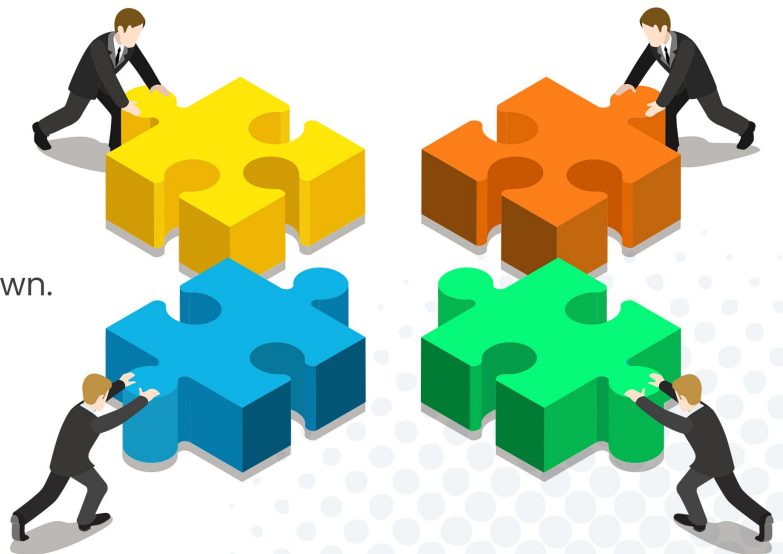
- Internal and external
- Is there an amicable way?
- On phone or on record?
- Right way: Who was responsible/ accountable – No need to blame. Records help here



## how to improve communication practices

### your problem solving checklist

-  Be brief, yet specific . Don't overcommunicate by email.
-  Make good use of subject lines.
-  Keep messages clear and brief.
-  Think before you write. Write things down.
-  Divide and conquer.
-  Be polite.
-  Check your tone. Who you are talking to matters. Body (Email) language matters.
-  Proofread. Check your message before you hit send.
-  Listen, listen, and listen. le read from readers perspective
-  Sometimes it's better to pick up the phone.



## Bad Example

Subject: Revisions For Sales Report

Hi Jackie

Thanks for sending that report last week. I read it yesterday, and I feel that Chapter 2 needs more specific information about our sales figures. I also felt that the tone could be more formal.

Also, I wanted to let you know that I've scheduled a meeting with the PR department for this Friday regarding the new ad campaign. It's at 11:00 a.m. and will be in the small conference room.

Please let me know if you can make that time.

Thanks!

Monica

## Good Example

Subject: Revisions For Sales Report

Hi Jackie

Thanks for sending that report last week. I read it yesterday, and I feel that Chapter 2 needs more specific information about our sales figures.

I also felt that the tone could be more formal.

Could you amend it with these comments in mind?

Thanks for your hard work on this!

Monica

(Monica then follows this up with a separate email about the PR department meeting.)

## Bad Example

Emma

I need your report by 5 p.m. today or I'll miss my deadline.

Harry

## Good Example

Hi Emma.




Thanks for all your hard work on that report. Could you please get your version over to me by 5 p.m., so I don't miss my deadline?

Thanks so much!

Harry

Think about how your email "feels" emotionally. If your intentions or emotions could be misunderstood, find a less ambiguous way to phrase your words.

If you are delivering information that your reader **may not immediately support** or that they need to be **educated** about, your email should be structured according to the indirect method of communication. This gives the reader time to consider rationale or background before encountering the main message:

-  Background or context for the main point of the email (always included in the indirect method)
-  Main point/decision/request
-  Closing paragraph – summary, action items, polite closing

# 5 Ways to boost Digital Workplace productivity with internal communications





**DON'T BE  
COV'IDIOT'**



# Safer meetings Protocols

## TAKE CARE AND STAY SAFE



### TAKE CARE OF PHYSICAL DISTANCING

- Keep physical distance of at least 1 metre.
- Wear a mask when close to others.
- Encourage teleworking, adopt working in shifts or have split team work arrangements.
- Where feasible encourage working from home and have feasible leave policies.
- Defer or suspend workplace events and social gatherings.

### TAKE CARE OF HYGIENE

- Clean hands frequently with soap and water or alcohol-based hand-rub.
- Keep workplaces clean and sanitised.
- Ensure respiratory hygiene by covering mouth & nose with flexed elbow/handkerchief during cough and sneeze.





## TAKE CARE OF YOURSELF

- Avoid physical contact like hugging, touching, shaking hands.
- Take special care if you have pre-existing medical conditions, are pregnant or above 60 years.
- Avoid crowding by staggering working hours to reduce congregation at entrance/exits.
- If you show symptoms of Covid-19, such as sore throat, fever, cough, difficulty in breathing, then isolate yourself, take medical advice and do not come to work.

## Safer meeting Behaviour



Sit alternatively

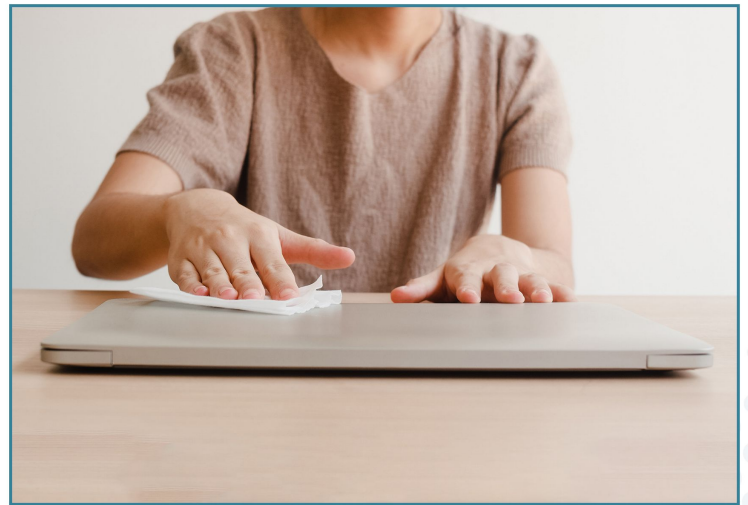
No physical greetings



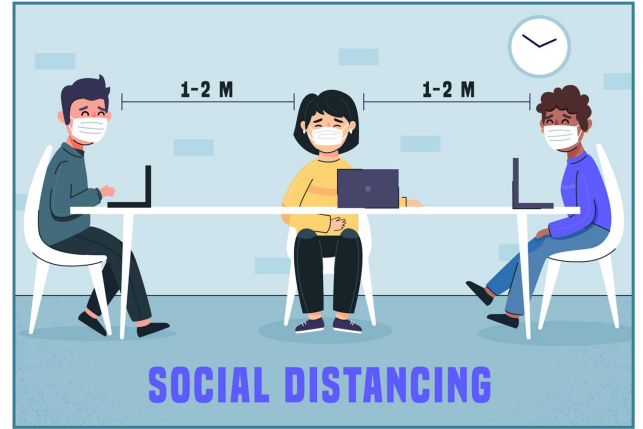
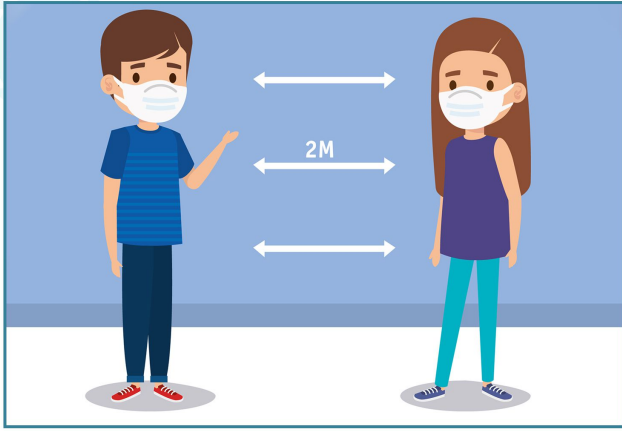


**Maintain distance  
during meetings**

**Always clean your  
desk and laptop**



**Always carry extra mask  
and change it frequently**




**PREVENTION**  
CORONAVIRUS COVID-19

 Wash Hand	 Use Soap	 Avoid Crowd
 Use Masker	 Avoid Shakehand	 Use Disinfection

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