



WORLDWIDE ERC® WEBINARS

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WORLDWIDE ERC®
WEBINARS

Effective Use of Email and Email Etiquette Across Cultures

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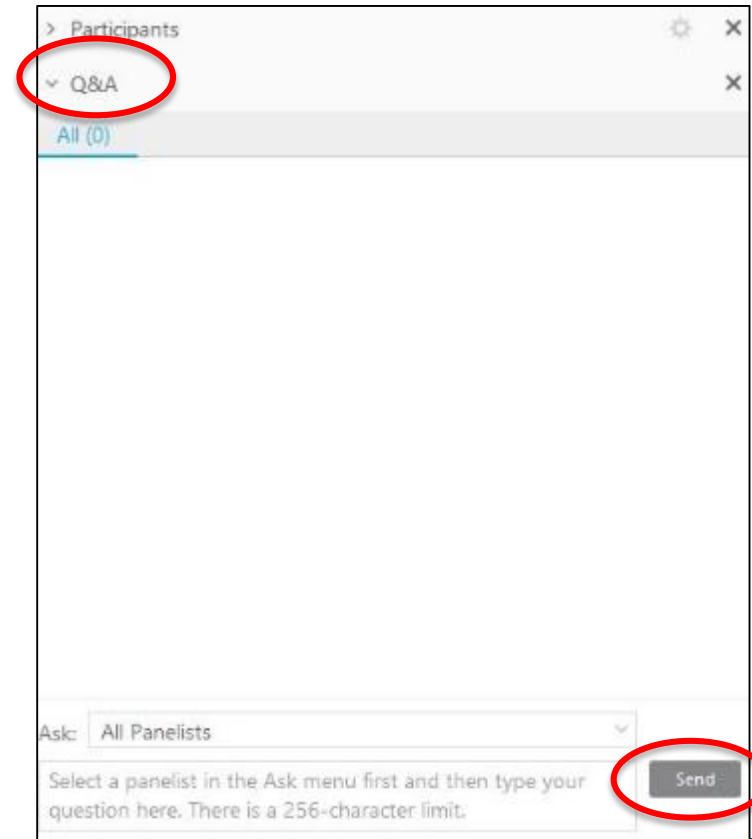
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Q&A Instructions

- Submit questions through Q&A dialogue box
- Box is located in lower right corner of screen
- Do not use the Chat Box
- Be specific
- You may submit your question at any time

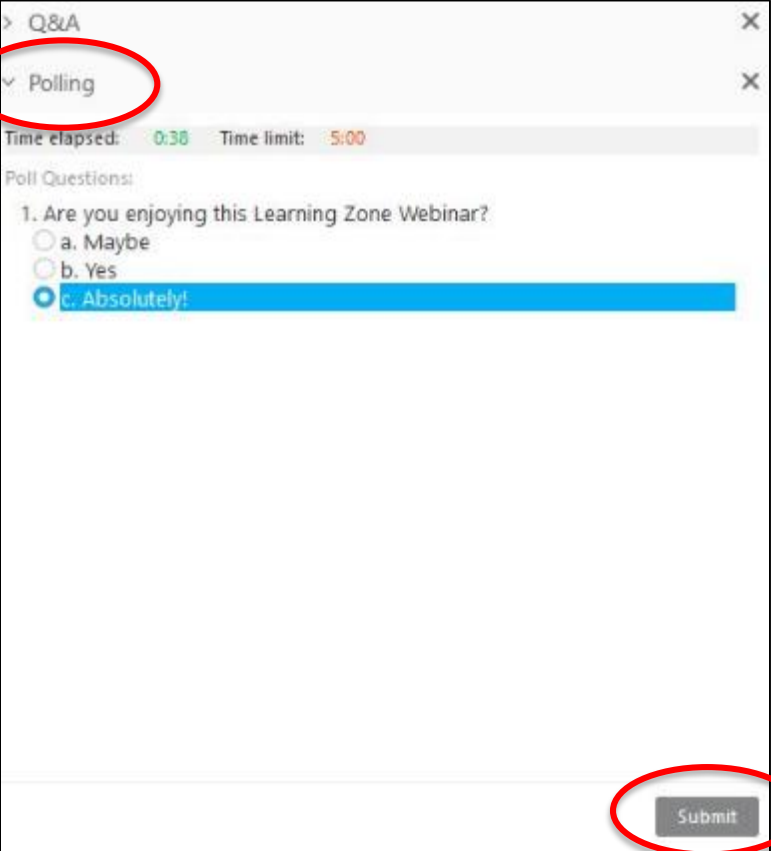
Q&A Dialogue Box:



Polling Instructions

- The Polling Box appears below Q&A Box
- Question will appear on slide and in the Poll Box
- Submit answer quickly
- Results will display in the same location

Polling Box:



The screenshot shows a web interface for a poll. At the top, there are two tabs: 'Q&A' and 'Polling', with the 'Polling' tab selected and circled in red. Below the tabs, a progress bar shows 'Time elapsed: 0:38' and 'Time limit: 5:00'. The main content area is titled 'Poll Questions:' and contains a single question: '1. Are you enjoying this Learning Zone Webinar?'. There are three radio button options: 'a. Maybe', 'b. Yes', and 'c. Absolutely!'. The 'c. Absolutely!' option is selected and highlighted with a blue bar. At the bottom right of the poll area, there is a 'Submit' button, which is also circled in red.



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Today's Presenter



- Mary Beauregard: intercultural consultant based in U.S.A.
- More than 20 years experience in design, development, and facilitation of global, intercultural training.
- Contributor to training websites, relocation journals





Program Objectives

- Recognize the importance of practical and efficient email practices
- Develop effective and culturally appropriate communication patterns
- Manage your use of “global English”
- Encourage and influence your team, your company to adopt some mutually efficient and culturally sensitive email practices



Advantages of Email

- Easy
- Efficient
- Economical
- “Documentable”
- No Time Zone



DISADVANTAGES OF EMAIL

- Overwhelming
- Open to misunderstanding
 - Language
 - Tone
 - Usage and grammar
- Public
- Must be checked
- No Time Zone



SOME STATISTICS 2016

- 2.6 billion global email users
 - 269 billion messages sent per day
- 121 (avg.) number of emails a typical office worker receives per day
 - 50% of employees respond to an email within an hour
 - 20% interrupt a business or social event to reply to emails
- 33% of mobile users read an email based on subject line
- 18% of mobile users check emails while driving



*“They don’t get paid to read;
they get paid to make decisions and take action.”*



What are YOUR “favorite” complaints about email correspondence?

- Choose which of these annoyances is at the top of your complaint list:
 - A. Extremely long emails
 - B. Non-response within a “reasonable” period of time
 - C. Inappropriate “tone”



What We Don't Like About Email:

- Copying everyone
 - Replying to ALL
- LONG emails
- Non-response
- Inappropriate “tone”
- Poor grammar and punctuation
- Multiple questions/subjects in one email
- “Insincere”, mechanical sign offs
- Incomplete signature line



Review Your Own Emails First

- How often do you send emails?
 - for every 5 emails you send you will receive 3 responses
- Are you reflecting professionalism?
 - Grammar
 - Tone
 - Honoring commitments
- What is your style?
 - Are you succinct?
 - Are you responsive?
 - Are you respectful?
- How do you represent your corporate philosophy or mission?





CULTURE AND EMAIL





**USA
Football**



**UK
Football**



**AUSTRALIA
Football**

**LET'S
COMMUNICATE
in ENGLISH!**

English As The Business Language

- What is the challenge of speaking, writing, and reading ESL?
 - Job qualification
 - Professional skill
- How can you bridge the gap?
 - Understanding Communication style
 - Use of “Global English”

Torch
Bonnet
Jumper
Trainers
Cheque
Colour



Know Your Audience

- **WHO** is my recipient?
 - In country or out of country?
 - Customer, manager, subordinate, co-worker?
- **WHY** is my recipient reading this message?
- **HOW** knowledgeable is my recipient about this subject?
- **WHAT** is the information which needs to be communicated and in what time frame?



Cultural Differences Impact The Message

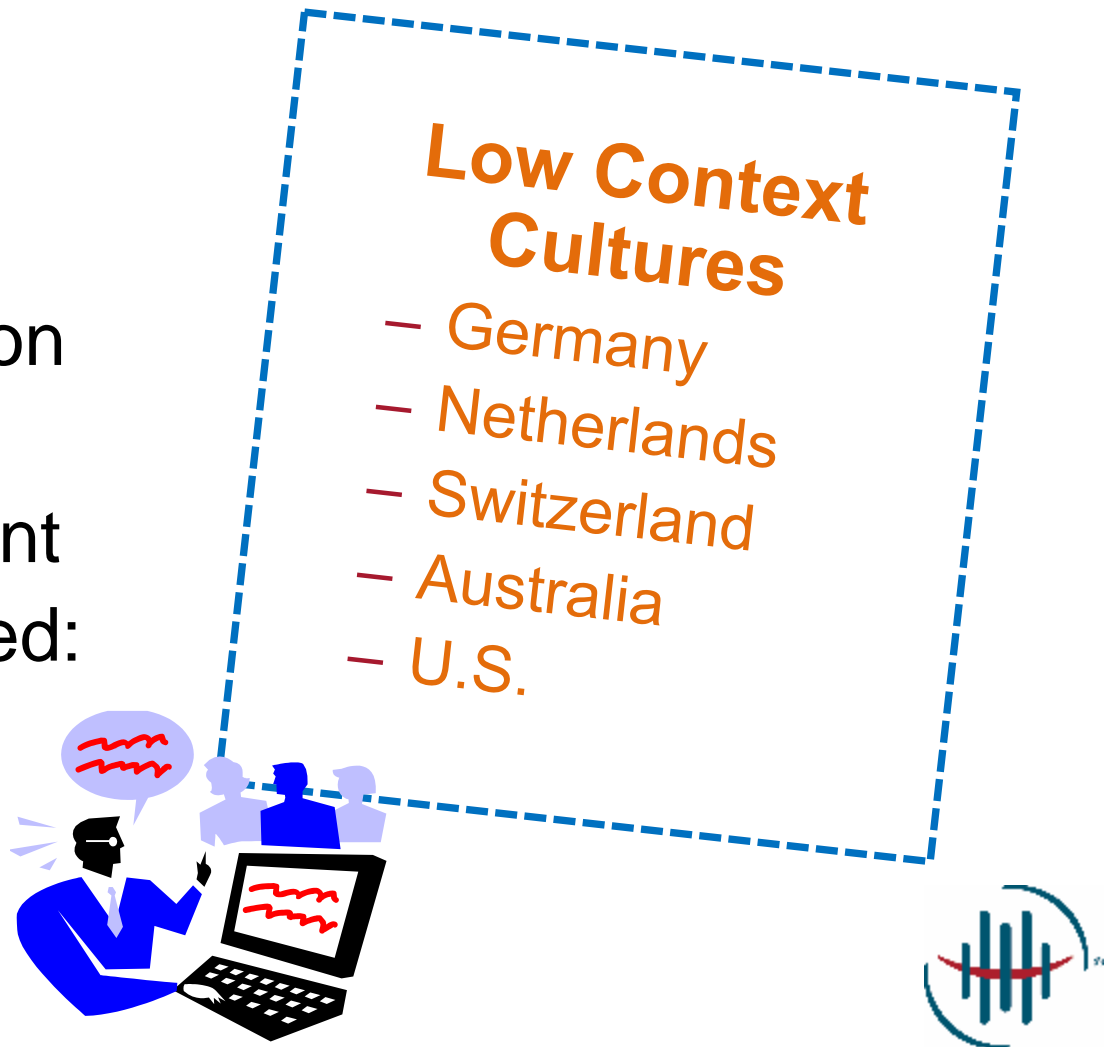
- Structure of the native language
- Ability in the target language (English)
- Thought process, decision making and preference for organizing information
- Need for trust and establishing relationships
- Direct vs. Indirect style (Contexting Edward T. Hall)
 - Content vs. Content within the Context



Content-focused Communication

Rely on:

- Words
- Facts and details
- Linear organization
- More direct style
- Getting to the point
- May be considered:
 - Blunt
 - Rigid
 - Cold



Context-aware Communication

Rely on:

- Non-verbals and nuances
- Indirect style
- Face saving
- Shared experience
- Importance of relationships and one's position in the group

They may be considered:

- Polite
- Evasive
- Shy or Talkative



High Context Cultures

- Japan
- Korea
- China
- Mexico
- Brazil
- The Middle East



Communicating Across Cultures

LC Cultures

- Are usually more interested in brevity, “efficiency”
 - Prefer to get straight to the point
 - Place emphasis on the task
 - May seem focused on the time
- May appear too direct or “pushy”
- May be especially concerned with their needs alone
- Are comfortable using patterns in their correspondence
 - Greeting, Request, Timeline, Closing

*Is this you or
your counterparts???*



Communicating Across Cultures

HC Cultures

- Might expect a greeting and a line of “small talk”
 - Employ more formality until a relationship has been established
- May have limited English ability, so....
 - Forgive small errors, but encourage proper usage
 - Watch humor, understatement or use of sarcasm
 - Being pleasant, sincere, and “upbeat” translates well!!
- May seem to avoid commitment, or delay response
- Will learn quickly if you are patient and offer your assistance
 - Model what works best



Communicating Across Cultures

- Communicating **to** an ESL Writer
 - Respect the “other’s” use of a second language
 - Avoid jargon, slang, acronyms
 - Avoid “negative” questions: “Didn’t you go..?”
 - Choose basic words: *use* instead of *utilize*;
 - Be aware of phrases like: *Wind down, put up, think out...*
 - To elicit feedback, avoid “yes/no” questions
 - Use open ended questions: When, What, Where, How?
 - Use collaborative language (we, vs. I)
 - Do not assume: accessibility, infrastructure
 - Employ polite persistence where necessary
 - Encourage a “third culture”...your corporate, global culture where there are no “wrong answers” or unintelligent questions.

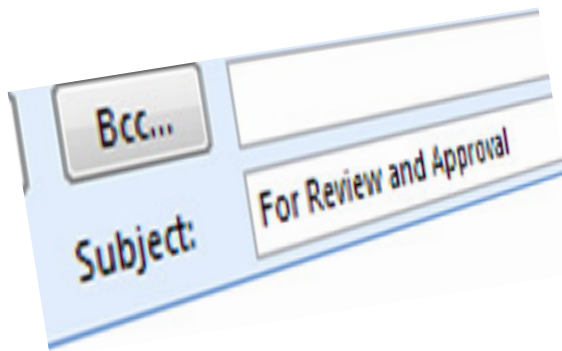


Communicating Across Cultures

- Communicating **as** an ESL Writer
 - Mirror the best emails you receive
 - Request clarification for slang, idioms and clichés
 - Work on English usage; become aware of your challenges
 - Be open to assistance and (if time allows) request a third party to proof-read important emails.
 - Do more than “copy and paste” to avoid errors...this delays your learning process.
 - Try to respond in acknowledgement of receipt and requested action.
 - Ask for help, especially if you are communicating in your second or third language!!! (BRAVO!)



A Clear Subject Line Gets Action!



- Summarize your purpose (inquire, inform, persuade)
 - Example: “Teleconference confirmed for Monday, June 22. Please RSVP
- Be accurate
- Do not misuse words like: URGENT, ASAP, HIGH PRIORITY
- Use key words like:
 - Action requested, Updated Process, Information needed, Confirming, etc.
- Limit one topic per email
 - Avoid long emails and “the scroll”













Managing Messages: Examples



- Acronyms to be agreed upon within team or corporation:
 - **NRN:** No need to reply
 - **AR:** Action Required
 - **MPR:** Monthly Projection Report
 - **EOM:** “Would you please send June’s sales report? EOM”
- READ each email, don’t skim and come back! Time waster.
- When is the best time to check email?
 - Schedule when to read
 - How many times per day?
 - Let people know, or decide within your team or group
- Do you have a 24 hour rule?
 - Respond to internal and external clients within 24 hours



MANAGING MESSAGES: Examples

To:	Julie Brown	Show BCC
Cc:	Luc Dubois, Jorge Rodriguez, Rachel Jones	
Subject:	AR: Website Revisions: Monday, July 27, 2017	Plain Text
Arial 12 B <i>I</i> <u>U</u>       		
  		

Dear Julie,
We had a very productive teleconference today. The website revisions are complete.
Please review the attachment and inform the Web Design Firm of changes or approval.

LD: Need a decision from marketing. Please get final approval.

JR: If there are technical revisions, please see Julie by EOD

RJ: Do further changes affect your art work?

Thanks!

Alex

Alex Mac

Assistant to Team Leader

Risky **EMAIL** Business

- When **NOT** to email:
 - CONFIDENTIAL communication
 - SENSITIVE or potentially emotional messages
 - When TIME is of the essence
 - Extremely COMPLEX messages
 - When NEGOTIATING
 - When you are ANGRY.....**wait!!**



Using Global English

- “Global English refers to the use of the English language as a means of communication across cultures—” (Richard Nordquist)
 - Basic sentence structure
 - Consistent word order
 - Less “jargon”, no slang
 - Limited metaphors or figurative language
 - Passive voice is avoided
 - The Director sent the email.
 - The email was sent by the Director. (passive voice)



Final Thoughts

- Use the tools and techniques in your email program
 - Folders
 - Drag and drop
 - Prioritize with color
 - Draft folder for templates, etc.
- Photos and LinkedIn and face book are tools which can assist in relationship building....investigate.
- Encourage a team/department-wide brainstorming session to share successful time-saving and culturally effective practices



Questions & Answers

Q
and
A

Q
and
A



Thank you for attending!

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