

E-mail in Style

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Background

Today's company managers are challenged to:

- Adapt to the changing definition of the workplace
- Electronically manage more distributed or offsite employees - of which there are over eight million just in the U.S.
- Communicate with staff at least 40% of the time via email



Background

- To manage staff remotely or electronically - knowledge, trust, and connectedness are critical (Janove, 2006 & Enemarck, 2006)
- And a common denominator for success in these three areas is the ability to effectively e-communicate (Firari, 2007)



HOWEVER there are some intrinsic problems with e-communications:

- Our biological communication apparatuses as well as our brains were optimized for **face-to-face** communication
- Void of familiar social cues such as eye contact, tone of voice, and facial expression
- Recipients correctly interpret emails only about 50% of the time
- Misinterpretation, if not managed or mitigated, creates a fertile environment for misunderstandings, ill will, flame wars, and a break down in trust & connectedness

All this can negatively impact business relationships, productivity, and profits!



Additionally -

- Communication experts advise on the art of improving interpersonal face-to-face communications; but do not advise on the art of improving interpersonal email communications because they don't know how



E-Style Recognition - Why is it Important?

- Learn to elicit *more responses and fewer reactions*
- Shows respect to those of differing styles by adapting, for example, “asking” rather than “telling” those who are less assertive, or focusing on business topics rather than personal topics with those who are less emotive/responsive etc.
- Communicate better, interpersonally, using written social cues that increase the comfort level of others
- Help develop and strengthen professional relationships with others
- Reduce misinterpretations



Adapting Your Style is What it is All About

- Change 2 or 3 behaviors to help the person you are communicating with feel comfortable and able to receive your message
- Benefits
 - Help you get your needs met
 - Demonstrate respect
 - Develop stronger business relationships



Wrap -up

- Questions?
- More information:
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 - Blog: AskMissManagement.typepad.com
 - Per4mance1.com