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The Corporate Communicator

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Consider This ...

Before we can forgive one another,
we have to understand one another.



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Email Etiquette in the Office:

Be concise: Long messages are difficult to read and often don't get read. Aim to get it all in the preview window

Utilize the subject line: Create a short, meaty headline that clues your receiver on the content and why they should open it. Change subject lines as needed.

Respond promptly: If you need more than 24 hours, respond that you need more time. Use "away" messages.

Avoid sarcasm and humor: Sarcasm and humor increases miscommunication because you don't have "tone of voice."

Use emoticons sparingly: Sometimes a smile or frown adds to your message, but don't litter your emails with them as they can be a distraction and/or annoying to the receiver.

Don't send emails if emotional or angry: Cool off before you respond.

Think about 'Reply All': Consider

whether or not they all need to receive that email.

Use the To: and Cc: lines differently: Have people within your organization know that people listed in "To:" are meant to respond. People listed in Cc: are to be simply informed.

Initially, start with a greeting and end with a closing: This increases response rate.

Don't resolve conflicts through email: Arguing over something via email will make it worse. Deal in person when possible or use the phone.

Save your emails: You never know when you need them.

(From Time Mgt. Seminar- Dr. Mimi Hull)



Satisfied or Engaged?!

Satisfied employees are merely content and may do as little as possible. Engaged employees are motivated to do more! The manager is the greatest determinant if an employee is engaged...or not!— so what's a manager to do?

Take an interest in your people as people: Feeling appreciated, confident, competent, and empowered leads to engagement. These emotions can't be fostered unless you build relationships and see employees as individuals.

Inspire employees through purpose: remind your employees that their work is important and needed. Explain how each job contributes to the organization's mission.

Create a shared vision. Let them see and determine how they fit into the long term plan. Remember people support what they help create!

Don't bury bad news. Even if things aren't going well, share that data. Nobody likes to be kept in the dark. By sharing information, employees feel valued and may even have ideas on how to improve things.

Train your managers to walk the talk.

Actions still speak louder than words. Teach your managers to be role models and perform the way you want your employees to. Model how you want your workplace reflected.

Reward positive behavior. A simple "thank you" means a lot. Not only does this engage the employee, but others take notice. The best time to provide recognition is when the employee is doing or completing a performance goal. (Not just yearly at performance review time!)

Build teams and break down silos: The more interconnected people feel, the more engaged they are. When we build true teams, trust and engagement go up and that happens only with a deliberate training plan.

Is building engagement worth the time and training? YES! According to *HR Magazine*, engaged employees perform 20% better and are 87% less likely to leave an organization.



Appreciating Volunteers

"Volunteers do not necessarily have the time; they have the heart." -Elizabeth Andrew

Volunteers are vital to both nonprofit and membership organizations. Showing appreciation for volunteers is about distinguishing, inspiring and motivating people who are actively engaged in your community. To keep their spirits alive, recognition needs to happen on a regular basis, occur in different ways, recognize the person more than the work, and most importantly be sincere. This goes a long way to improving volunteer retention.

Here are some tips to show that you care:

- **Thank You Cards and Postcards:** Hand written notes are rare today and are a great way to show just how much you appreciate their efforts.
- **Provide training:** include volunteers in your staff training and/or give them training that will help them in their "jobs" and/or their personal life.
- **Awards Event:** Taking the time to plan a special event of food and entertainment goes a long way. Honor all the volunteers, as well as the few outstanding ones who have gone above and beyond for your organization.
- **Bring in lunch or have a surprise snack available:** This is less time consuming than planning an awards ceremony, but still shows your volunteers that they are treasured.
- **Mention them often in your Newsletter:** People love to see their name in print. Be sure you rotate people so that everyone sees their name at least once a year.
- **Put a ribbon on their nametag:** A "Valuable Volunteer" ribbon lets everyone know that this person is special.
- **Have them share ideas:** and if you use them, give them the credit!
(Parts taken from the program "Engaging Volunteers" by Dr. Mimi Hull)

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by Dr. Mimi Hull

THE corporate couch



Dear Dr. Mimi:

I know the economy is improving, and I have some really great employees. How do I make sure I keep them?

—**Concerned Manager**

Dear Concerned Manager:

Many companies claim that their most valuable resources walk out of the building every evening, but they do very little to show employees how much they are valued. I suggest sitting down and talking with each of your employees and letting them know what you appreciate about them and letting them know you want them to stay. This may seem obvious, but if you don't tell them, how will they truly know? More than money, people want to feel appreciated.

In addition, asking their opinion, mutually setting goals and giving feedback on past projects can make employees feel more connected to you as a manager and to the company where you both work. Discussing career paths with employees individually can also build loyalty and renew their sense of appreciation for you and the company. Communication is vital to keeping your employees satisfied with their job and making sure they feel valued by the company.

—**Dr. Mimi**

Dr. Mimi Hull heads Hull & Associates, a team of trainers, speakers and consultants. A licensed psychologist, she has a master's in counseling and personnel services and a doctorate in psychology with specialization in business management from the University of Florida, Gainesville. Her B.A. in psychology is from Syracuse (N.Y.) University. Reach her at www.HullOnline.com or DrMimi@HullOnline.com.

by Dr. Mimi Hull

THE corporate couch



Dear Dr. Mimi:

I am in a rut. I have been doing the same thing for six years, and I am tired of it. I am compensated well, but my job has simply become boring. I have become boring and, to be honest, not all that pleasant to be around. Help! I really don't want to leave, but I really am bored with my job! My boss will not listen. He thinks what I do is important and challenging! It was, but it isn't now!

—**Bored**

Dear Bored:

It is time for you to take charge of your job and make it even better. What can you do to do your work even better? Can you use some outside training and development? When was the last time you invested in yourself to learn new skills? Even if budgets are tight, ask to go to a workshop or seminar that might ignite a

spark of passion and interest in your job. New skills can help break you out of a rut and think creatively about what you do.

Next, take time to examine what you do and how it gets done; you might uncover a more efficient way to work or new avenues to explore. Try taking a calculated risk and be creative and innovative.

Ask your customers (either internal or external) about what they would like to see you do more or less of or perhaps do differently. You may be so close to the situation that you can't see what else can be done.

Lastly, rearrange and redecorate your space. Our environment has a lot to do with how we feel. Make yours more motivating.

Hope that helps! Now get moving and do something!

—**Dr. Mimi**

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