

How We Communicate Matters.  
Both Offline, and Online. Adopt this template, and  
your culture \*WILL\* improve.

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**Educate your Team on How to Communicate.**

Implementing this one simple step can dramatically upgrade your culture. *“Blasphemer! What? Tell my people how to communicate? That’s not our culture!”* If 80-95% of your communication happens digitally, then HOW your people communicate (not only with clients and vendors, **but with one another**) matters more than you think. Creating a simple policy to keep digital communication friendly and conversational is the quickest win in improving the work environment.

**Tip: Never call it a policy.** Call it *“How <insert your company> Communicates.”* Align your requirements with the company values.

Difficult, or direct communication still needs to happen digitally in many cases. Requiring all senders to include a proper greeting with the recipient’s name, and a respectful closing reminds us there are human beings on the other end of the thread. No one likes to receive curt “e-Blurts” that feel like you’re being yelled at or spoken down to. It only creates hurt, and resentment.

People will naturally email, text, or chat how they did in their past companies. Leaders need to set the tone for what is, or what isn’t tolerated. It goes without saying that your standards for open, direct, and respectful communication must carry over to all in-person interactions.



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## OUR COMMUNICATION PHILOSOPHY

Although there may be few things we ask of everyone and are strict on from an expectations standpoint... How we communicate should be one of them. Our email communications to people outside our company will have a huge impact on whether or not we build an average brand or we build a GREAT brand.

**Most people's image of our company will be based on the emails we send.** What do we want them to think of when they think of us? A few that come to mind are: happy, positive, nice, pleasant, professional, easy to work with, cordial, polite, smart, etc.

Please make sure your emails come across this way.

XX% of our business communication has moved from verbal (phone) in the last ten years to written (email) and somewhere along the way society failed to remember what connotes great communication.

**As we continue to add new members of our team, it's important to revisit these often and demonstrate these values through our example.**

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Difficult, or direct communication may need to happen digitally, although it is always ideal to speak with the recipient on phone or in person.

It should go without saying these standards for open, direct, and respectful communication must carry over to all in-person interactions.

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**Please make sure all external (and ideally internal)  
communication adheres to the philosophy that follows.**

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# OUR COMMUNICATION PHILOSOPHY & STANDARDS

*\*NOTE: At first this may feel laborious, but it goes a very long way in elevating your relationship from a transactional status to true connection, and partnership.*

**#1 – The three most underused words/phrases in the English language are:** Please, Thank you and I'm Sorry. Hopefully you won't have to use the 'I'm sorry' a lot but the please and thank you need to be in EVERY email. At the same time, please also use the word "appreciate" as much as you can. Feeling like no one appreciates them is a major cause for depression. Just using an introduction like, "Thanks for sending me the information, I really appreciate it" can make someone feel good for a second or two as they begin reading the rest of your email. It's the RIGHT way to start off your emails.

**#2 – ALWAYS, ALWAYS, ALWAYS use the person's first name.** The sweetest sound to any person is to hear their first name. When you send them an email, although they read it, they hear their name in their head. Always begin the email with their first name.

**#3 – Use a greeting every time** (this is mandatory and a rule that too often gets ignored). (Anything including: how are you? I hope you're well. Good afternoon. I trust all is well. I hope your day is going well.) Beginning any email with a 'thank you' in place of a greeting is VERY effective also such as: "Thank you for the opportunity to work together, we look forward to working with you!" Or, "Thanks for your reply, I really appreciate it." Anything along these lines works nicely.

**#4 – Deliver your message in sentences, not phrases.** Just because it's email doesn't mean we need to drop proper English. Remember, the human mind works 100x faster than you can type so although you may think you're being laborious when you're typing, the receiver is breezing through your message; anything less and your email comes off choppy and elementary.

**#5 – Close the email on a positive note and ask them to contact if you if they have any questions.** Examples: "Thanks again, we're looking forward to working with you!" Or "Thanks again for everything and if you have any questions, please don't hesitate to call or email me."

**#6 – Wish them goodwill.** Have a great day! Enjoy the day! Take care! Anything along these lines is great. The exclamation point or not is up to you, please do whatever is natural. There's an old adage that says: "People will be more convinced by the depth of your enthusiasm versus the height of your knowledge." There's nothing wrong with being a little excited and a little bit passionate about your business. (!!!)

**#7 – Always, always, always use a "Sincerely", "Warm Regards" or "Best" before your signature.** Just taking time for the little things reminds the receiver there's a kind human being (and an organization of kind human beings) on the other end of the email.