FROM CMD'S POINT OF VIEW.....

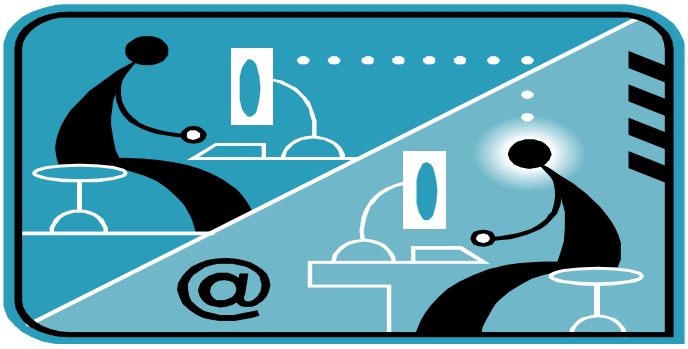
Importance of Email Etiquettes:

"Words, when well chosen, have so great a force in them, that a description often gives us more lively ideas than the sight of things themselves." This is the age of email communication. Although we have quick access messengers for instant chats, there are instances where you have to send an email. We all interact with the printed word as though it has a personality and that personality makes positive and negative impressions upon us. Without immediate feedback a document can easily be misinterpreted by the reader, so it is crucial to follow the basic rules of etiquette to construct an appropriate tone.

- ***First things first:*** *Do not use short forms. We do shorten words to fit the character length on our phones and also save time. However, this is a strict no-no in office communication. Using short forms might lead the person who reads the message believe that we are not serious about our work. Use caps only when appropriate. Use a font that has a professional or neutral look. Do not type in all caps. That's yelling or reflects shouting emphasis. Write in a positive tone and avoid negative words. Use smiles☺, winks ;-) and other graphical symbols only when appropriate. The bottom line is 'Be formal where required'!*

- ***Know the addressee:*** *Get your facts right. Know who you are writing to. Also, find out his/her designation and follow protocol. Avoid discussing private concerns and issues when writing to a group of people. When writing to a mailing list, it is okay to address someone directly on the list. Example, "Jeff, please send out the letter and update the team once done."*

- ***Spell out the subject:*** *Make a clear mention on the contents of the mail in your subject. For instance, if the mail pertains to an important project, mention the same in the subject line so the recipient knows what to expect. Write a salutation for each new subject email. A subject line is what grabs attention of the recipient who receives hundreds of mails a day on an average. Change the subject heading to match the content of the message.*

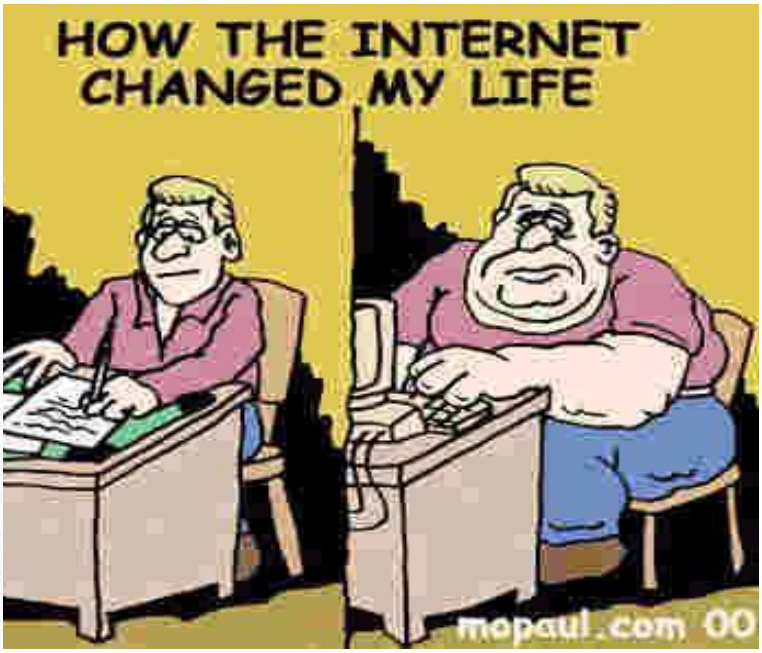


- ***Be crisp:*** *Be clear on what you want to convey. In the age of speed news, people do not have an entire day to read mails. Hence, no history required, just get straight to the point. Remember the attention span is limited and there are too many diversions. Hence the reader might lose interest and miss the actual point intended in the mail. Keep the message brief, yet effective. Make sure you mention the important information in the first few lines itself.*
- ***Flaming in emails:*** *Flaming is a virtual term for venting or sending inflammatory messages in email. Avoid flaming because it tends to create a great deal of conflict that spirals out of control. Flame fights tend to affect observers in a very negative way. What is said cannot be taken back; it is in black and white. Before sending an email message, ask, "Would I say this to this person's face?" Calm down before responding to a message that is offensive. Once it is sent, the message is gone. Read the message twice before sending it and assume that it may be misinterpreted when proofreading. Empathize with the sender's frustration and tell them they are right if that is true. If the sender's message is untrue, thank him/her for seeking attention on the matter. Explain what led to the problem in question. Avoid getting bogged down by details and minor arguments. If the situation is in the process*

of being resolved let the reader know at the top of the response. Apologize if necessary.

- ***Proofread your mail:*** It's very important to reread what you have written so as to avoid typos, punctuation, spelling, grammatical errors and goof-ups to avert disasters. To err is human, but to rectify them is wise! It's better to be safe than sorry. Last but not the least, "***Type unto others as you would have them type unto you!***

LAUGHTER IS THE BEST MEDICINE



About us

Bhakti Consultants has been incorporated in the year 1998 under the flagship of DEV Group of Companies. It is run and managed by professionals. Dr. (Col.) B. D. Gupta is the Managing Director and the Chairman of Dev Group of Companies. He is a B. Tech (IITK), ME (MSU), MBA (PU), Ph.D (BU). Bhakti Consultants is having four segments which are mentioned below:-

Bhakti events

A new change was brought by small steps towards TRANSFORMATION by TRAINING. We did an impossible event by conducting a TRAINING session of three days in SIKKA (GSECL) - GUVNL (Gujarat) to SECURITY PERSONNEL by imbibing a model of QUALITY in SECURITY. The effort was a grand success as all elements had a best cohesive agenda to make it a success: Management - Security personnel - Security Agency - Local society, Police. We take this opportunity to applaud the efforts of GSECL (GUVNL - Gujarat) leadership : MD - HR Team - Local CE and his group – Training Team (Bhakti Consultants) This is an effort to bridge the gap to bring a CULTURAL TRANSFORMATION in SIKKA Family of GSECL - SOCIETY by imbibing a CHANGE by this model of : QUALITY IN SECURITY. Let's feel good to pass an opinion of COMPLIMENT...!!!

Training for industrial security force

Independence Day celebration at Bhakti

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Thank you…