

# What Employers Want: Professional Communication



ALBANY TECHNICAL COLLEGE

**Department of Labor**  
***Trade Adjustment Assistance Community College***  
***and Career Training (TAACCCT) grant***



**Develop and implement Engineering Technology programs**

**Provide wrap around services for Engineering Technology students**

**Provide Engineering Technology faculty with Instructional Design services**

**Develop and implement PLA Policy**

# Overview



- Verbal Communication
  - Importance
  - Components
- Written Communication
  - Word Choice
  - Email Etiquette

# Verbal Communication



AS THE COMMUNICATOR IT IS YOUR  
RESPONSIBILITY TO MAKE YOUR MESSAGE  
**CLEAR AND UNDERSTANDABLE**

# The Words You Choose



- Think about what you will say before you say it
- Avoid jargon/acronyms, over-complicated, or unfamiliar terms
- Be careful of stereotypes/prejudices
- Avoid swearing in work environment



# How You Say Words - Tone



"I didn't **SAY** you were stupid."

"I didn't say **YOU** were stupid."

"I didn't say you were **STUPID**."

# How You Say The Words



## Commonly Mispronounced Words

*You Say*

Ax or Aks

Bob wire

Bidness

Chester drawers

Excape

Libary

Nother

*What You SHOULD Say*

**ASK**

**BARBED WIRE**

**BUSINESS**

**CHEST OF DRAWERS**

**ESCAPE**

**LIBRARY**

**OTHER**

# Phone Etiquette – Relying on Your Voice



- Making a call – identify yourself, limit distractions, prepare what you will say, speak slowly/clearly
- Answering a call - identify yourself, be mindful of your tone, ask for permission to put someone on hold



# Your Body Language



# Listening – A Key to Effective Communication

- **Keep these in mind when listening:**

- Be prepared to listen
- Keep an open mind and concentrate on the main direction of the speaker's message
- Limit distractions
- Delay judgment until you heard everything
- Do not think of your response while the other person is still speaking



# How to Improve Your Verbal Communication



- Read more
- Prepare (if you can)
- Honesty is the best policy
- Think about perspectives
- Always keep in mind your audience – how do they like to receive communication?
- Develop your skills



# Written Communication



b+wr - by the way  
brb - be right back  
tty l - talk to you later  
lol - laugh out loud  
2day - to day

# Elements of Professional Written Communication



- Short sentences and paragraphs
- Clear and direct ideas
- Positive tone
- Simple vocabulary
- Correct spelling/grammar – read aloud for errors;
- Audience awareness



# Word Choice



## Weaker

Make a decision

Formulate an argument

Perform an analysis

Develop a plan

Find a solution

Provide clarification

## Stronger

Decide

Argue

Analyze

Plan

Solve

Clarify

# Commonly Confused Words



- Accent – to emphasize
- Ascent – to climb
- Assent – to agree to something
- Affect – to act upon or influence
- Effect – result; to bring about
- Assure – to give confidence to
- Ensure – to make certain
- Insure – to guarantee against loss
- Personal – relating to a particular person
- Personnel – body of employees

# Professional Emails



- What does your email address say about you?
- Avoid chat room abbreviations
- Edit/proofread/read aloud before sending
- Stick to one topic
- Write in short paragraphs
- Use a meaningful subject line

## Weaker

Misc.

Meeting

This needs to be done

## Stronger

Free tickets to coffee

Team Building Event

Report is due today

# Professional Email?



**i've attached my resume i would be greatful if you could read it and get back to me at your convenience. i have all the experience you are looking for – i've worked in a customer environment and i am competent with ms office and i enjoy working with people. thanx**

# Professional Email



**Dear Mr. Morris:**

**I have attached my resume for your IT Specialist position. I have the experience you are seeking, such as:**

- **Worked in a customer-facing environment for three years**
- **Over five years of MS Office experience**
- **Recognized by management as a team player**

**Thank you for your time.**

**Sincerely,**

**Cindy Maxwell**

**646-5555, cindym@email.com**



# Responding to Email



# Remember...



# THANK YOU!



## Discussion / Questions