

#IDEAINTERCHANGE

SEMINAR 3



The ABC of Professional Communications



SUDEEP UPRETY
SENIOR OFFICER - RESEARCH
UPTAKE AND
COMMUNICATIONS



RAJESH GHIMIRE
ADVISER - COMMUNICATIONS
AND OUTREACH



HERD

9:30 TO 11:30 AM
AUGUST 26, 2016

Session 1

idea **i**nterchange
bringing ideas together for positive change
शुभ विचारों के लिए सकारात्मक परिवर्तन

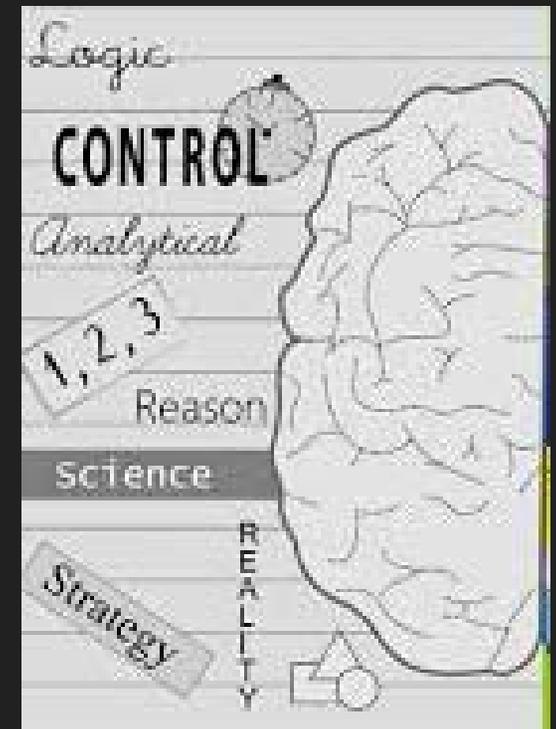
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The **Formal** and the **Organized**
Content:

*Profiling Yourself, Writing and
Responding to Emails,
Presentation Tips*

LEFT BRAIN

Sudeep Uprety



Profiling Yourself

Introducing yourself could be one of the most difficult things. Many a times we think what we communicate, others would understand easily but that may not be the case always



Profiling Yourself



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You can do
ANYTHING
but not
EVERYTHING

So, realization of **limitations** is important

More importantly, **identification of your USPs (Unique Selling Points)** that shows your expertise in a certain area/skill set

What you **can do**, and what you are **good at** are two different things

Profiling Yourself



Must Haves for Professional Profiles

- What you **do?** (what is **your work**)
- What you **exactly do?** (what are your **work specifics**)
- What have you **done?** (your **previous works** that demonstrate your expertise)
- **How long** have you been doing this? (your **past experiences**)

Profiling Yourself – Few Examples



Communications specialist with 22 years' experience of writing, editing, research and training for the non-profit sector. Creator of The Ups and Downs of PhD Research Workshop Series

Specialties: Getting research taken up into policy and practice, writing for different audiences, editing long/technical documents, using qualitative research methods and diaries for qualitative research, delivering training on writing and qualitative research skills, training on communications and management issues in the NGO sector, working with NGOs.

A PhD in International Health from University of Leeds, UK and Executive Chairperson of HERD – a national research and development organization working in Nepal. I specialise in health systems strengthening and health policy and planning at the national and international level. I have over 25 years of experience in health systems and services, health policy and planning, operational research and crisis response particularly in the context of Low and Middle Income Countries (LMICs).

My broader experience includes providing strategic technical support for the Ministry of Health to design and develop National Health Sector Programme-2 and 3, National Urban Health Policy 2015 and Urban Health Strategy 2016, National Health Sector Strategy 2015-2020, National Strategic Plan for TB Control 2016-2021 and developing state and non-state partnership policy in the health sector, and facilitating the Joint Annual Review (JAR) of health sector continuously for the 4 years since 2012.

Writing Professional Emails



- **Email ID** – should be identifiable and should look a professional email (not like **virtualfreak** or **scorchymind**)
- Have an **email signature** – so that recipient would be knowing who is writing the email (your **professional identity**)
- **Addressing** the email recipient:
 - If you know him/her professionally but haven't worked so closely, then better to say Dear Dr/Mr/Ms and last name
 - If you are working closely with him/her, then you may use the first name, Dear Rajesh...

Writing Professional Emails



- ❑ If you are working closely with him/her, and you are writing after a long time, then you may start by saying: “Dear Rajesh, hope this email finds you in good health/**hope this email finds you well**”
- ❑ If you are writing to someone whom you haven’t communicated earlier, better to introduce yourself first. You could say, “Dear Dr., **Introducing myself**, I am Sudeep Uprety from HERD. I am writing this email to you with regards to”
- ❑ Always better to **address using ‘Dear’** rather than ‘Hi’ or ‘Hello’ to sound professional and also considering cultural contexts.

Responding to Emails



- ❑ Sometimes we get confusing emails. We are not sure we are supposed to do. In such situation, better to write: *“Many thanks for your email. I read it but was not entirely sure aboutCould you please clarify about it.”*
- ❑ Sometimes we also get **negative responses** and are annoyed with it. At that point of time, we need to be diplomatic and **propose our positions** on them. For eg: *“Many thanks for sharing your insights about We do consider it as a viable option but we also would like to propose an alternative strategy. We were thinking if we could Please let us know what you think about it. We are happy to discuss furthermore on that.”*

Responding to Emails



- ❑ **Regret emails** - When you are writing to an applicant who has not been successful in his/her interview: *“Dear, Thank you very much for participating in our interview. The interview panel closely assessed your qualifications, past performance and potentiality of joining HERD. As the recruitment process relied on selecting the best candidates from equally capable applicants, we regret to inform you that you have not been selected for the post of We truly appreciate your effort in showing your interest in joining our organization and taking the trouble in applying for the proposed position. We hope that you are not discouraged in applying further.”*

Responding to Emails



- ❑ **Apology emails** - When you have replied to an email late and need to apologise without sounding too much guilty: *“Dear, please accept my apology for getting back to you late. During the pastdays, I was involved in, therefore could not reply to you earlier.*
- ❑ When you are **not clear about what message to give**: *“Dear, thank you for your email. With regards to, please allow me a few days to consult with my team members so that I can provide you the relevant information. Could you please let us know if that would be appropriate.”*

Before you click SEND button

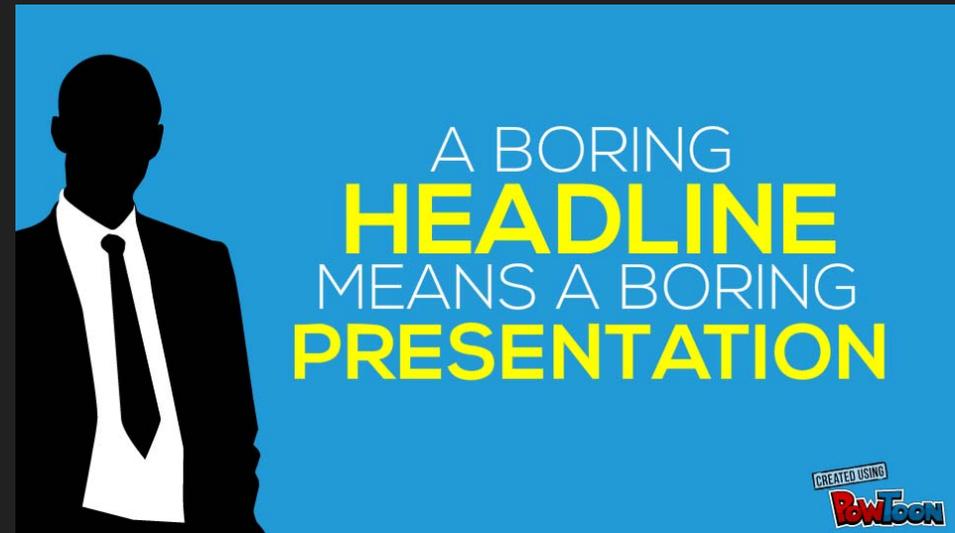


- Check the **email id**
- Check the **CC and BCC** option
- Check the **attachments** (not just whether there are attachments, but also the correct attachments)
- Check the **email subject** – should be very relevant (not like 'First Draft')
- Proofread** the email body
- Insert **email signature** if writing to the person for the first time
- Highlight in **bold or different colours** major sections of the email body for easier read
- Use eye-friendly and professional **fonts**
- Don't use **abbreviations** (PFA, WBR, FYI) while communicating externally

Preparing Your Presentation



- ❑ Presentation is about **story telling** – you tell your **audience** about a story. So, your content and style should generate interest among the audience.
- ❑ **CONTENT IS KING.**
- ❑ Content **PACKAGING** is **QUEEN.**
- ❑ Your **END** should be clear in your head before you **START**



A Powerful Presentation Includes ...



- ❑ A story, **an idea that flows through** in all the slides **engaging the audience**
- ❑ Use of **minimal amount of words for maximum impact** like a 100 word abstract for 4000 word article
- ❑ **Neat slides** – not very packed with many words and figures
- ❑ Simple **animations and simple fonts** – not being too fancy
- ❑ Good **colour combinations** to highlight major points
- ❑ **Relevant information** – not beating around the bush, straight to the point
- ❑ Good chronology of **thought process** of the presenter
- ❑ A strong **take home message**

JUST REFLECT...



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Is **writing** a problem?

Is **language** a problem?

Are you short of **words or ideas**?

How hard you try?

How often do you try?

Our only tip is not to contemplate too hard on communications tips.

JUST COMMUNICATE! WE ALL LEARN THROUGH EXPERIENCE!



Session 2

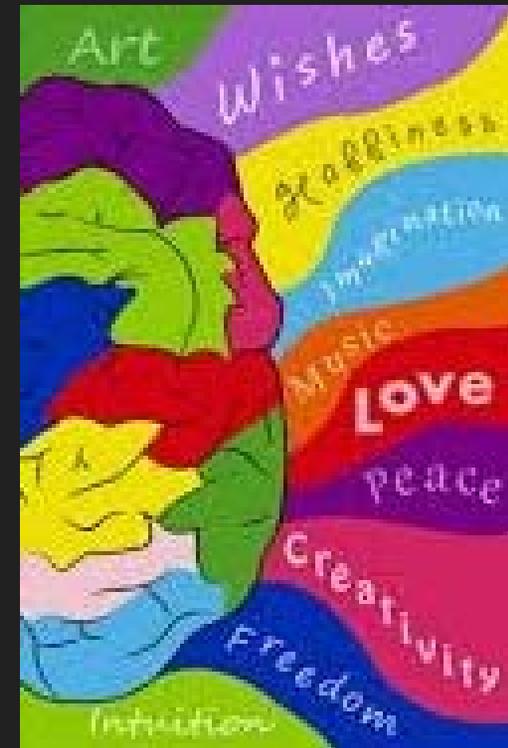


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The Creative and the Attractive Content

RIGHT BRAIN

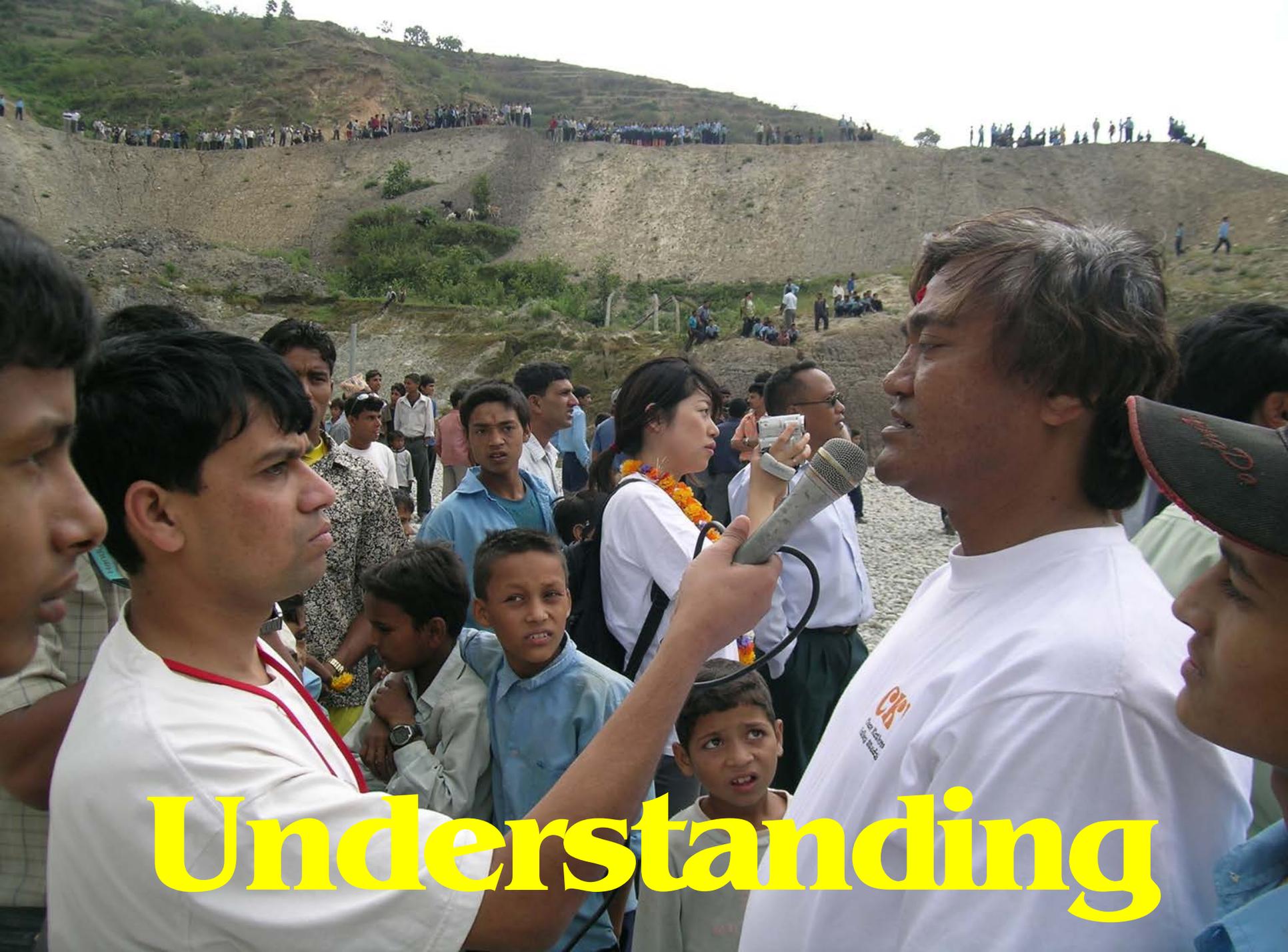
Rajesh Ghimire



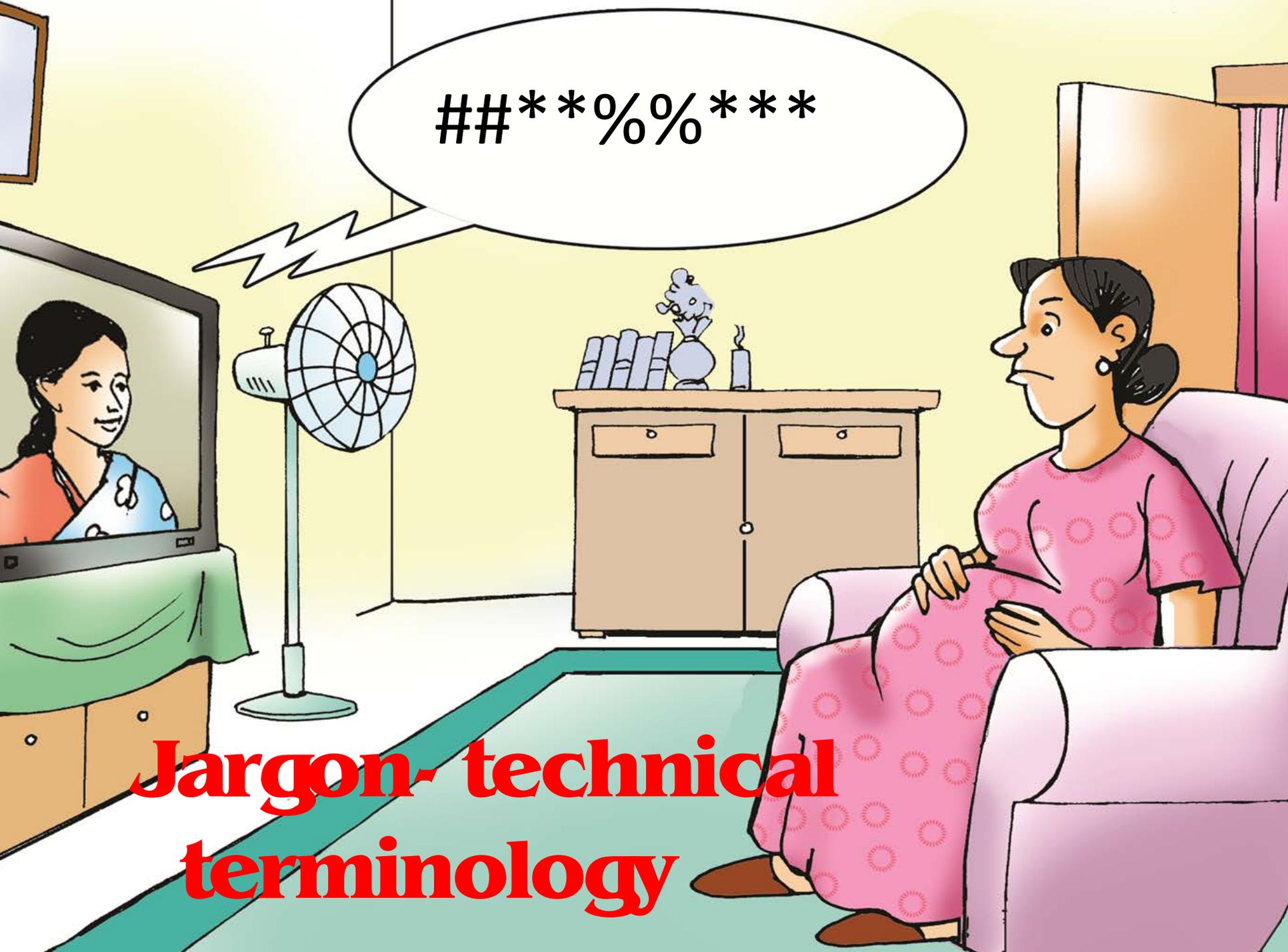
Art of Story telling

Rajesh Ghimire





Understanding



##**%%***

Jargon- technical terminology

Do you
earn One
\$ a day



Language





KISS

FREE
FREE
FREE

K.I.S.S. every sentence

Keep It Short and Simple. Use short words, short sentences and short paragraphs, and remember that no one will ever complain because you have made something *too easy* to understand.



**Surprise the
audience**



W



W



- 
- **Five Ws and one H; When? Who? What? Where? Why? How?**

Find the human story



A close-up photograph of several dried, brown leaves hanging from a branch. The leaves are curled and have a textured, papery appearance. The background is a soft, out-of-focus light blue and white, suggesting a bright sky or a light source. The overall mood is contemplative and artistic.

Creative ?

facebook is like a jail.
You sit around, waste time,
have a profile picture, write
on walls and get poked
by guys you don't really know.

How to make money from facebook



1



just go to “Account Settings”

2



press “Deactivate your account”

3



go to work.

Lost in transition

Rajesh Ghimire





**request from the
client**



**request from the
client**



**assignment from
manager**



**request from the
client**



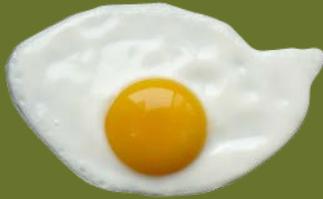
**assignment from
manager**



initial work



**request from the
client**



initial work



**assignment from
manager**



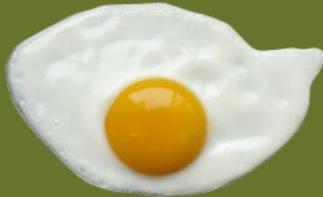
creativity of supervisor



**request from the
client**



**assignment from
manager**



initial work



creativity of supervisor



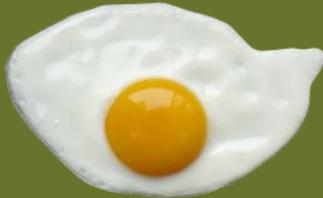
Editor's input



**request from the
client**



**assignment from
manager**



initial work



creativity of supervisor



Editor's input



actual demand

**Know your
Audience**