
Article: Six ways to communicate your credibility in emails

*You cannot NOT Communicate. In these days of quick communication it is essential that your emails are communicating your credibility, and working for you **not** against you.*

These six tips will help you maximise the positive impact of your emails.

1. Make every word work

In emails, words are the only means of communication. So pay close attention to the words you are using. What message could your words be communicating? What message do you want to communicate? Is it the same?

Tip: Before you write an email consider who the recipient is, and what impression you want to make.

2. Communicate your credentials

Why should anyone bother to read, or pay attention to your email? To ensure your emails are read you will need to communicate to the recipient why someone should read/respond to your email.

Tip: Give evidence of why you are someone who has credibility, for example, job title, qualifications, awards, evidence of excellence, logos.

3. Use positive language and active words

To communicate you are positive and proactive, use words that communicate this.

Tip: Say what you can do, will do, (not what you can't) and use active verbs.

4. Be brief and clear

Brevity and clarity are the foundation stones of effective communication. A brief email is time effective for the reader. It also gives a positive impression of your ability to communicate in this way.

Tip: Use words that are specific and unambiguous, and not open to interpretation. Omit any 'filler' words or words that are not required to communicate your message.

5. Spell check and proof emails before sending

Spelling mistakes in emails are the easiest way to undermine your credibility. In addition, your email communication may contain other errors such as missing words.

Tip: Spell check then proof read all emails before they are sent.

6. Allocate time to writing and responding to emails.

To ensure you are able to communicate the message you want to communicate, ensure you have time when you can completely focus on writing and responding to emails.

Tip: Allocate time in your diary for writing and responding to emails.



About the Author - Krista Powell Edwards

Krista is a very experienced and highly qualified consultant, coach, facilitator, trainer and author.

She uses her experience and expertise to support individuals and organisations to enhance their effectiveness and performance.

Krista is currently writing her first book on how to effectively communicate credibility.

Expertise and experience

Krista has developed her expertise through

- An extensive track record of supporting organisations in the UK and internationally since 1995.
- Masters level research in the factors that affect the achievement of workplace performance.
- Extensive Continuous Professional Development (CPD), (including regular attendance at conferences and development programmes).
- Research of 'best practice' consultancy, facilitation and learning and development
- Qualifying as a Master Trainer, Master Practitioner and Practitioner in Neuro-Linguistic Programming (NLP).
- Designing and delivering 500+ training and development programmes.
- 20+ years as Chartered Institute of Personnel and Development (CIPD) volunteer - branch chair, council representative - supporting the CPD and performance of 7500+ HR professionals.
- Lecturing at a university (International Human Resource Management).

Specialist areas

Krista specialises in three main areas:-

Credibility - How to communicate credibility for influence and positive impact in the workplace

Credible HR - Enabling HR to add value to the organisation

Personal Effectiveness Skills - Support in developing confidence, credibility, influence, time management and assertiveness and conflict management skills so that individuals and teams are able to perform effectively.

Services

Krista offers support in **workplace performance improvement**.

Tailored, cost effective

- Consultancy and Research
- Coaching
- Facilitation
- Training and Development

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