国際ビジネス・コミュニケーション2

後期・月曜4限・学部・2.0単位

中嶋　圭介
(Nakashima, Keisuke)

2015年10月5日 (Lecture 3)
神戸外大 2AV教室

今日のアジェンダ

□ **Effective Business E-mail Communication**

□ **チーム編成**

□ **次回までの課題**

Effective Business E-mail Communication (1)

❑　**Be Professional**

　Don't assume you have privacy:
- 76% of American businesses monitor worker's online activities
- 65% of employers are using software to block access to certain Web sites
- 55% retain and review e-mail messages
- 50% store and review computer files
- 26% have fired workers for misuse of the Internet

❑　**Subject: Field**　The window into your e-mail

　Top 5 subject field mistakes:
- Not putting anything in the subject field — leaving it blank.
- Using a previous e-mail to type about something new and leaving the old unrelated subject in place.
- Typing in all lower case or all caps.
- Inputting a cryptic phrase that is not clear about the actual content of the e-mail.
- Typing questions or your inquiry into the subject field and leaving the e-mail blank.

Source: Judith Kallos, http://www.businessemailetiquette.com/business-e-mail-etiquette-basics　3

Effective Business E-mail Communication (2)

❑ **Level of Formality**

Try to avoid the assumption that e-mail by it's very nature allows you to be informal in your business e-mail. Only time and relationship building efforts can guide when you can formalize your business relationships and therefore your e-mail's tone. One should communicate as if your e-mail is on your company letterhead at all times.

❑ **Addressing**

How you start your e-mails will create an impression, set a tone and level of formality for the rest of your communication that can lead to positive relationship building. Initially, assume the highest level of courtesy.

❑ **TO:, From:, BCC, CC fields**

By only including your first name or e-mail address you are giving the perception you may have something to hide or do not know the basics of configuring your e-mail program.

Source: Judith Kallos, http://www.businessemailetiquette.com/business-e-mail-etiquette-basics

Effective Business E-mail Communication (3)

❑ **TO:, From:, BCC, CC fields** *(continued)*

- **CC:** Use this field when there are a handful of associates involved in a discussion that requires all be on the same page. These business people know each other or have been introduced and have no problem having their e-mail address exposed to the parties involved.

- **BCC:** Use this field when e-mailing a group of contacts who do not personally know each other. By listing an arm's length list of e-mail addresses in the CC or TO fields of contacts who do not know each other or who have never met is conducive to publishing their e-mail address to strangers. This is a privacy issue.

❑ **Reply to All**

Use this button with discretion. You need to carefully think about whether "all" really need to be aware of your reply to conduct business.

Source: Judith Kallos, http://www.businessemailetiquette.com/business-e-mail-etiquette-basics

Effective Business E-mail Communication (4)

❑ **Formatting**

- Refrain from using any formatting in your day-to-day business e-mail communications. With all the spam filtering going on today; the more formatting or embedded images the higher the chance that your e-mail could be blocked.

- Even using a different font makes your e-mail's display contingent. Keep in mind the recipient may not have their e-mail program configured in such a way as to display your formatting the way it appears on your system – if at all.

❑ **Attachments**

If you need to send a large file, ask the recipient first if it is O.K. to send it. Next, confirm they have the same software and version you do and what is the best time of day to sent it to them to ensure they are available to download the large file and keep their e-mail flowing.

Source: Judith Kallos, http://www.businessemailetiquette.com/business-e-mail-etiquette-basics

Effective Business E-mail Communication (5)

❑ **Using Previous E-mail for New Correspondence**

If you want to give the perception of lazy, find a previous e-mail from the party you want to communicate with, hit reply and start typing about something completely irrelevant to the old e-mail's subject. Always start a new e-mail and add your contacts to your address book so you can add them to a new e-mail with one click.

❑ **Down Edit Your Replies**

Do not just hit reply and start typing. Removing parts of the previous e-mail that no longer apply to your response including e-mail headers and signature files removes the clutter. By making the effort to reply point by point keeps the conversation on track with fewer misunderstandings.

Effective Business E-mail Communication (6)

❑ **Common Courtesy**

- Hello, Hi, Good Day, Thank You, Sincerely, Best Regards. All those intros and sign should be used in your business e-mail communications. Always have a salutation and sign off that includes your name with every e-mail.

- Make the effort to communicate as an educated adult. Type in full sentences with proper sentence structure. Not all caps; not all small case. Proper capitalization and punctuation are a must.

❑ **Signature Files**

Keep your signature files to no more than 5-6 lines.

Full Name	Keisuke Nakashima
Job Title	Candidate, B.A. in Anglo-American Studies
Company	Kobe City University of Foreign Studies
Tel/Fax	Tel: 078-794-8287
E-mail	info@knakashima.net

Source: Judith Kallos, http://www.businessemailetiquette.com/business-e-mail-etiquette-basics
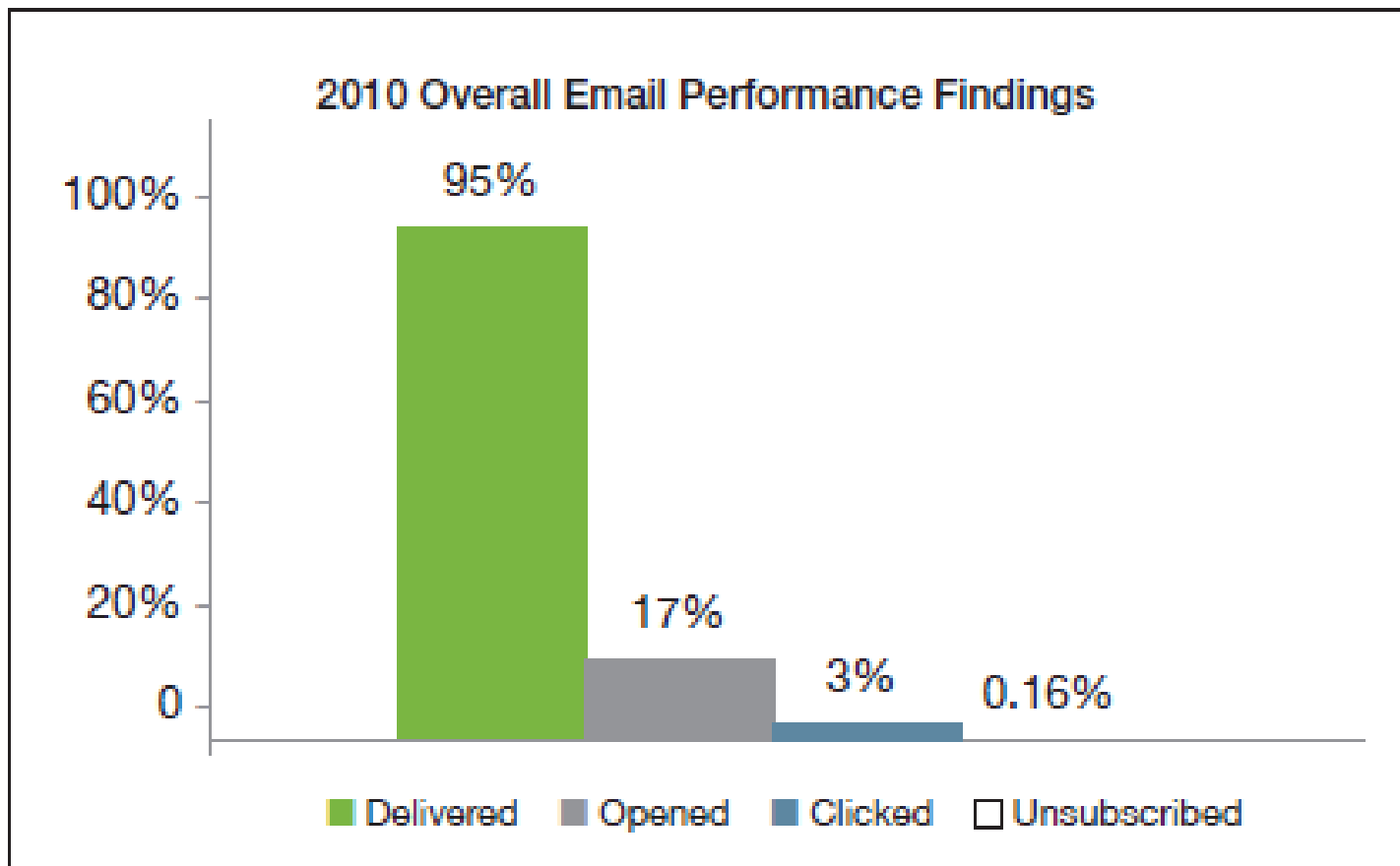
Effective Business E-mail Communication (7)

❑ **Respond Promptly**

Do your best to respond to your business communications as quickly as possible. By not responding promptly you appear unorganized, uncaring or worse yet, risk being outperformed by your competitors.

❑ **Additional Tips**

- All above points are to make your business e-mails credible, intelligent, and to give the professional impression.

- A recent study which tracked 3 Billion e-mails from 100 companies in nine different industries show that email open rates declined to an average of 17% in 2010, down from 26% in 2009. (See the following figure.)

Source: Judith Kallos, http://www.businessemailetiquette.com/business-e-mail-etiquette-basics 9

Effective Business E-mail Communication (8)

Source: Judith Kallos, http://www.businessemailetiquette.com/1665/business-e-mail-open-rates-decline

Effective Business E-mail Communication (9)

Q. Is this e-mail offensive?

Hi, Jane:

In the future, please give me time to do the updates before sending out the AB & letters.

I am traveling and doing interim visits, plus answering sites' telephone calls with questions, rescheduling visits due to ABCs canceling appointments and trying to get trips re-scheduled with Acme Travel without breaking the budget.

I do not want the AB and treatment tables removed. Now I have to re-create them at the next visit when there will probably be both to report.

Thank you,

John

Source: Judith Kallos, www.businessemailetiquette.com

チーム編成

チーム内で互いに自己紹介を終えた後、以下をメイルで報告。

❖ チームリーダー名

❖ チーム名

❖ チームメンバーの名前

❖ チームメンバーのメイルアドレス

件名： IBC

送信先： info@knakashima.net

次回までの課題

❑ **次回（10/19)までの課題**

1. 予習：Writing Basic Memos (Video)を各自視聴。余力のある方は、Writing E-Mail (Video)を復習として、Writing Basic Letters (Video)を参考として視聴。（特に提出物は無い。）
http://www.upwritepress.com/resources/writingforms#reports

2. チーム課題

- 経済・ビジネス系の新聞・雑誌などで各自関心のある業界動向についてリサーチし、感触を探るための情報収集。

- チームで一度集まり（難しい場合は、メイル交信でも可）、メモランダム作成の際に動向を調査する「業界」について話し合う。確定しなくてもよいが、少なくとも2～3のオプションをチーム内で決定しておく。

- 以上を踏まえて、チームリーダーが進捗状況をメイルで報告。報告内容は日本語でOK。

        提出期限：10月18日（日）午後11時
        提出先：info@knakashima.net