

communicate effectively

- 1. Think before you write, email or phone**
- 2. Know why you're sending your message**
- 3. Be clear about what you want to achieve**
- 4. Aim at the right audience**
- 5. Make sure your message is relevant**
- 6. Write and speak in clear, ordinary English**
- 7. Be concise – the shorter, the better**
- 8. Be courteous and considerate**
- 9. Don't pester with too many messages**
- 10. Plan how to handle responses**