

How leaders can improve their written communication

Attuned Webinar

My background

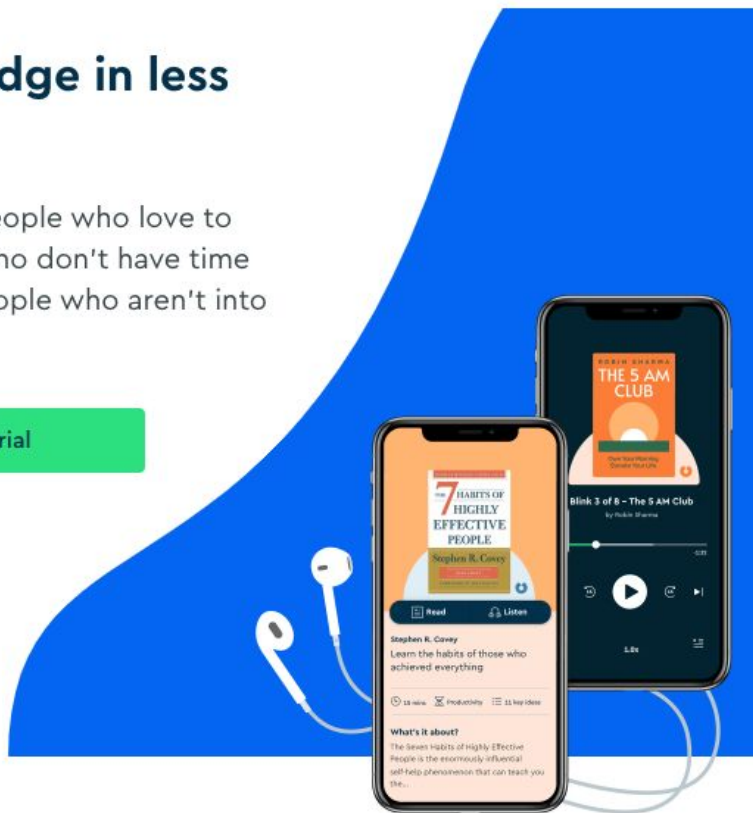


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Hybrid Leadership Habits

★ 8.8 (4 RATINGS) · 2 WEEKS · COHORT-BASED COURSE

Lead an engaged and high-performing team where people love to work.

These habits and tools make it easy, wherever you are.

ben.hughes.ecw@gmail.com



Get notified about the next cohort



Sebastian Klein • Ben Hughes

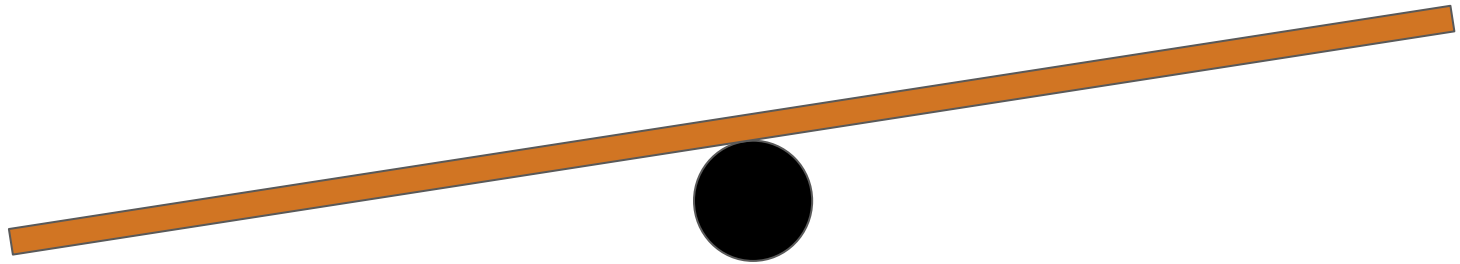
The
LOOP
Approach

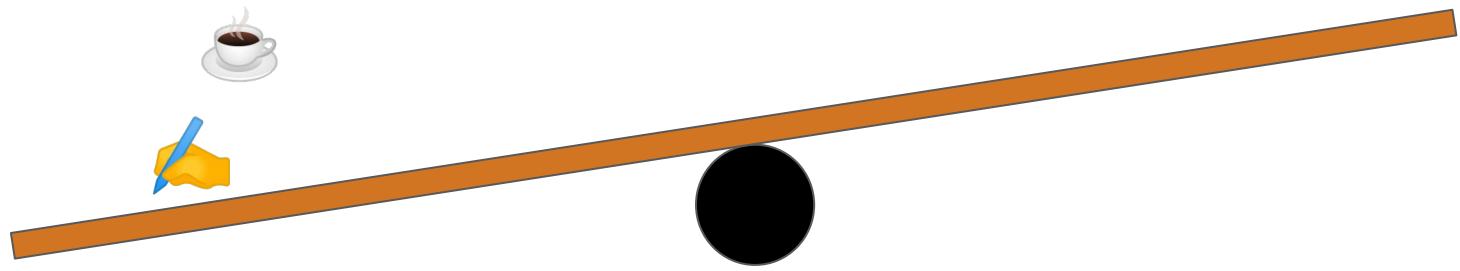
How to Transform Your Organization
from the Inside Out



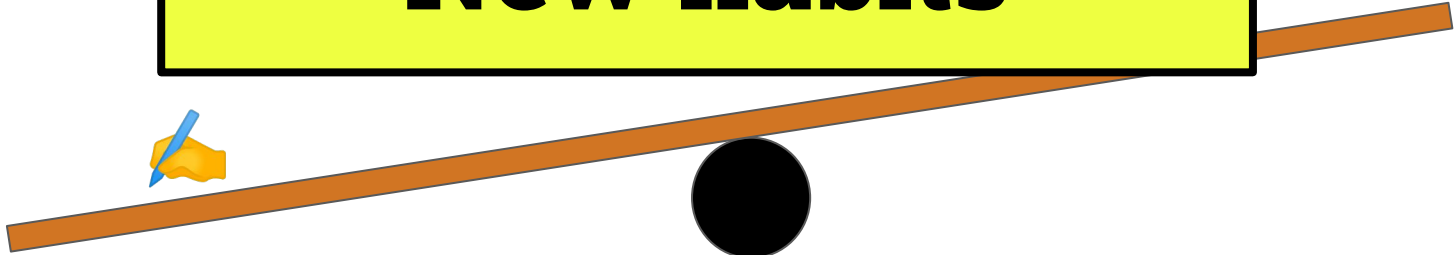
campus

Why written communication?





New habits



**Watercooler
chats**

**Slack etc.
messages**

**Lunch
chats**

Email

**Comments in
documents etc.**

Events

**Coffee
chats**

**Swing-by-your-desk
chats**

Meetings/calls

~~Watercooler
chats~~

Slack etc.
messages

~~Lunch
chats~~

Email

Comments in
documents etc.

~~Events~~

~~Coffee
chats~~

~~Swing-by-your-desk
chats~~

Meetings/calls

Written communication is your
most important remote tool





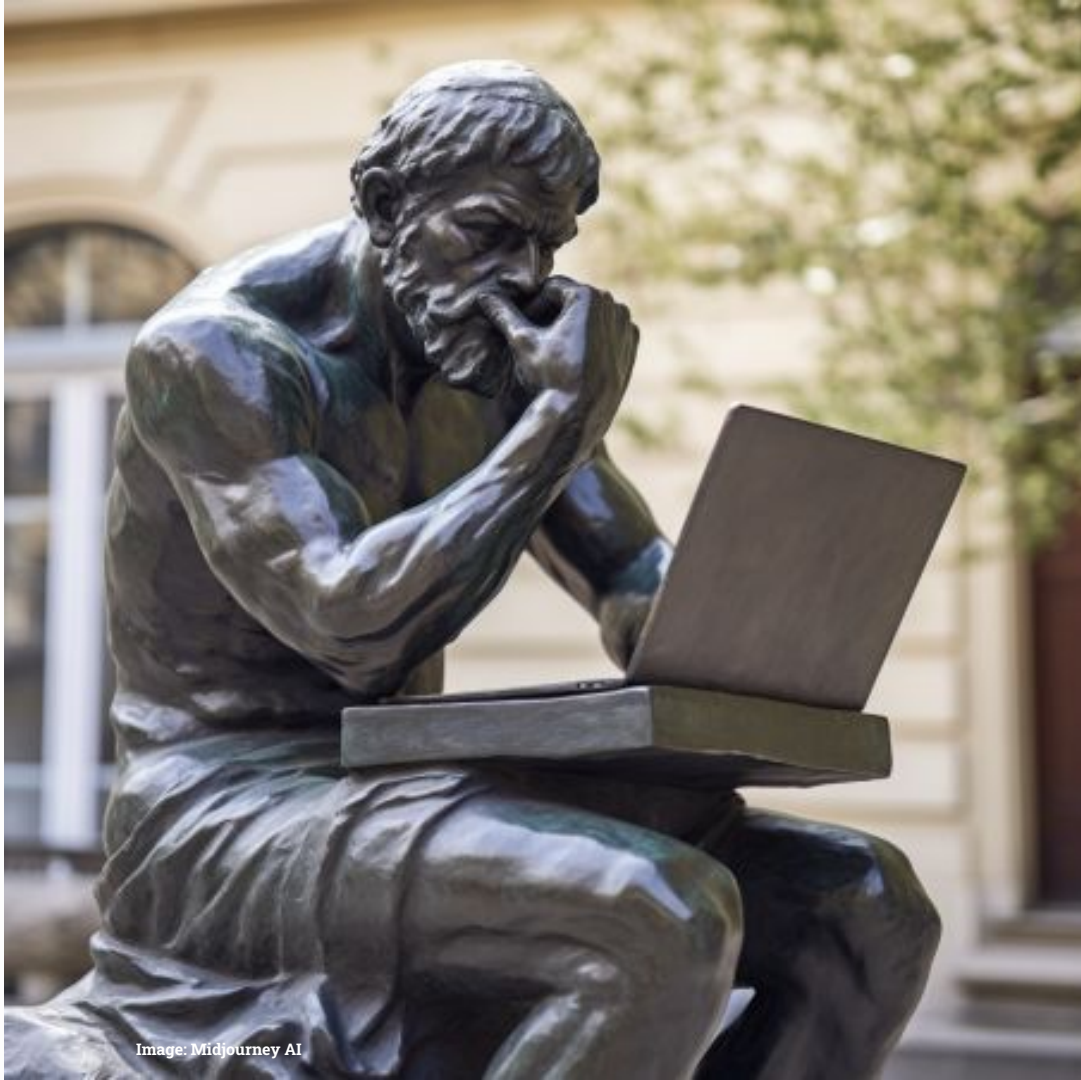
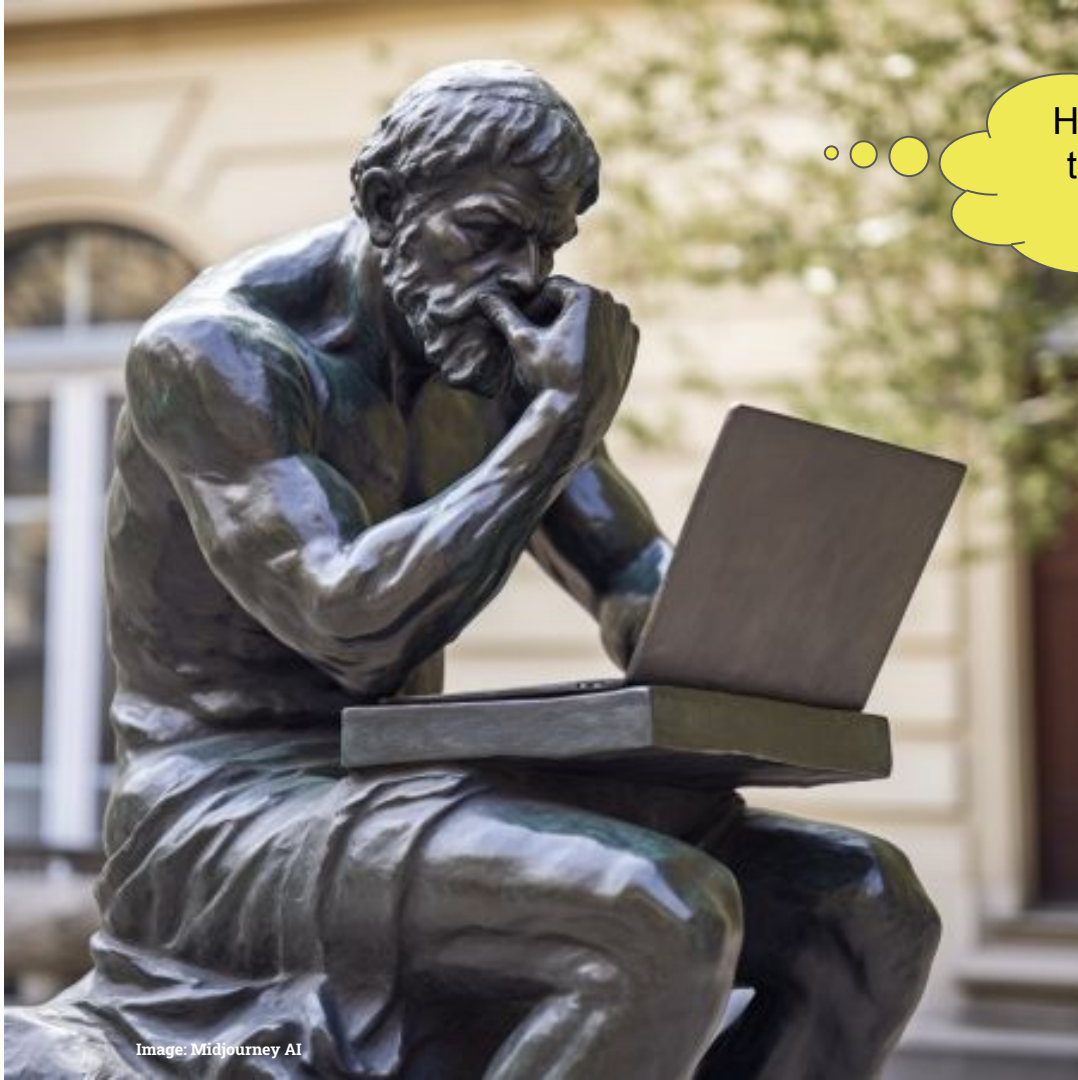


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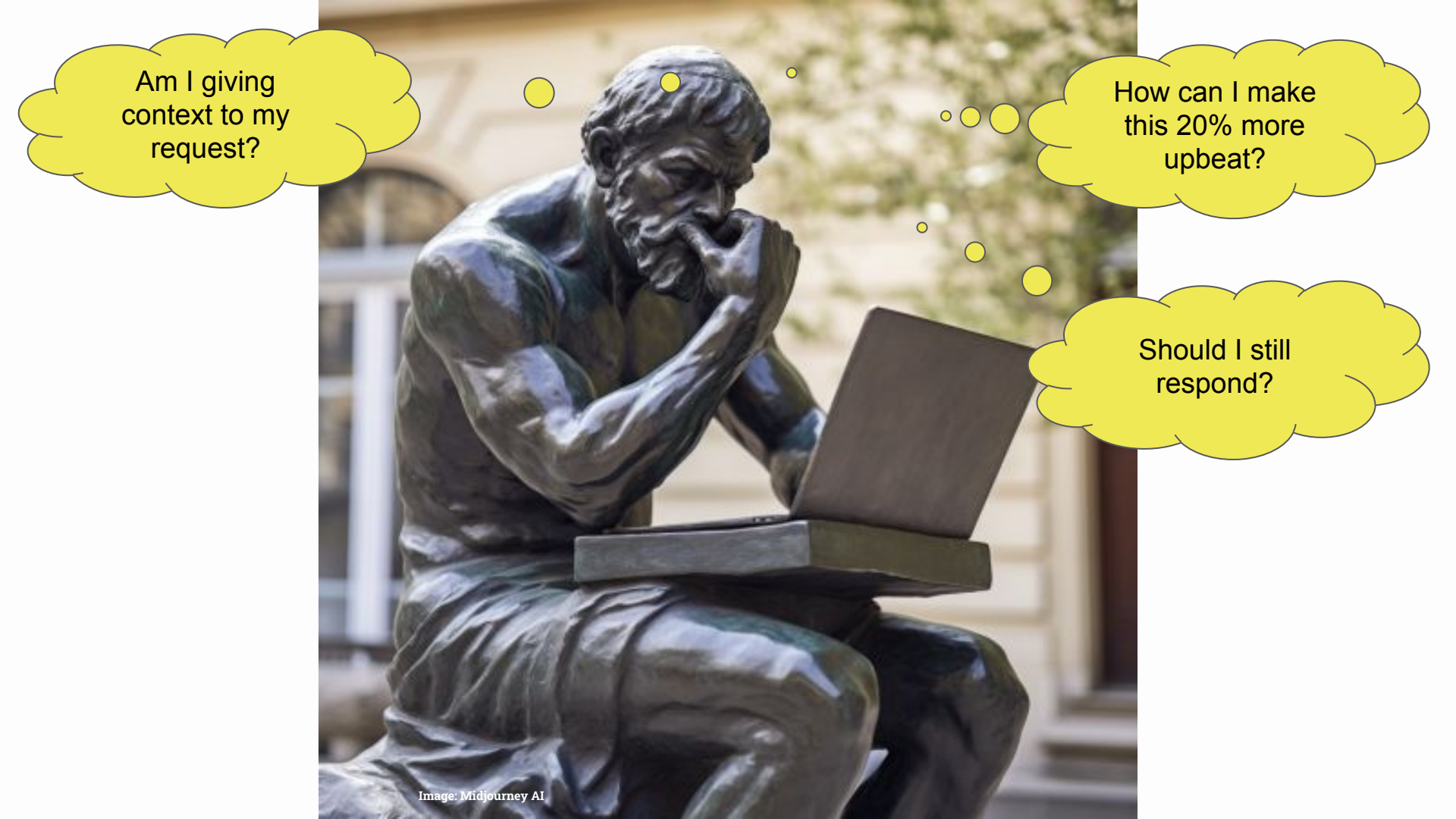


How can I make
this 20% more
upbeat?

Am I giving
context to my
request?

How can I make
this 20% more
upbeat?






Am I giving context to my request?

How can I make this 20% more upbeat?

Should I still respond?



Am I giving
context to my
request?

How can I make
this 20% more
upbeat?

Am I using
irony/sarcasm?

Should I still
respond?



Image: Midjourney AI



Image: Midjourney AI








Image: Midjourney AI



700





“According to a new paper in the journal Behaviour and Information Technology, ‘the use of emoji faces in computer-mediated communication produces neural responses that are similar to those that are observed in face-to-face communication.’

– The Guardian





Ben Hughes 2:18 PM

I don't understand



Ben Hughes 2:17 PM

That deadline is a little tight.



Ben Hughes 2:26 PM

Can I ask for the status on this? I really need it by the end of the day.

B **Ben Hughes** 2:18 PM
I don't understand 😅

B **Ben Hughes** 2:17 PM
That deadline is a little tight 😅

B **Ben Hughes** 2:26 PM
Can I ask for the status on this? I really need it by the end of the day 😅



Ben Hughes 3:33 PM

That is great news!





Written comms habits

**20% more
upbeat**

**Written comms
habits**

**20% more
upbeat**

Give context

**Written comms
habits**

**20% more
upbeat**

Emojis/GIFs

Give context

**Written comms
habits**

**20% more
upbeat**

Emojis/GIFs

Give context

**Written comms
habits**

**Avoid irony &
power dynamic**

**20% more
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Give context

**Written comms
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**Avoid irony &
power dynamic**

**Response
needed?**

**20% more
upbeat**

Emojis/GIFs

Give context

Written comms habits

**Avoid irony &
power dynamic**

**Kindest response
possible**

**Response
needed?**

**20% more
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Emojis/GIFs

Give context

**Written comms
habits**

**Avoid irony &
power dynamic**

**Kindest response
possible**

**Response
needed?**

M E D I T A T I O N



Daniel Abrahams 

@daniel-abrahams

No employee ever left a job
because they felt over
appreciated.

How to implement these habits?



How to implement these habits?

Morning

Afternoon



How to implement these habits?

Morning

Afternoon



Homework – Written messages

- 1) Block time for messages in your calendar, each day for the **next week**.
- 2) Before sending each message, review if **any habit** could be applied.

Homework – BONUS





**Written
communication**



**Written
communication**

**Remote- and
hybrid meetings**

**Communication
Charter**

Building trust

Providing clarity





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Leadership is not an act, but a habit.

Thanks, let's connect!

Ben Hughes

ben@hybridhabits.com



Image: Midjourney AI

