



CrepEscape

Communicating in the Workplace

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Purpose

The purpose of this report is to establish simple guidelines that allow CrepEscape as an organization to communicate in a clear and professional way. This report includes guidelines for ethical communication, cross-cultural communication, branding, and delivering good or bad news. These guidelines should be followed, so a consistent representation of CrepEscape’s brand may be established.

Summary

This report can be used as a reference when using multiple forms of business communication. The way employees communicate is a reflection of the business, so it is important to have guidelines that promote the desired representation of the organization. While this document communicates the basics of the brand and values of CrepEscape, it should be noted that this document does not cover all business communication scenarios and could be expanded upon in the future. This document has not been reviewed by a legal professional, and, therefore, CrepEscape employees are responsible for educating themselves on any legal responsibilities they may have.

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Ethical Communication

Eventually, CrepEscape will have official company ethics policies. This is a months-long process, so, until then, use this memo as a reference for ethical communication guidelines. This should help you maintain professionalism: a combination of skills, including business etiquette or business protocol, soft skills, social intelligence, emotional intelligence, polish, and civility. If you have questions or would like clarification, do not hesitate to contact me for further information.

Face-to-Face Communication

Face-to-face communication is advantageous because it promotes relationships, quicker response time, and reduced misunderstandings. Here are a few tips to help make the most of these communication opportunities:

General Communication

When communicating face-to-face, use the correct pronunciation of words and syllables to the best of your ability. It is important to use concise language, especially when communicating across cultures. This will help reduce misunderstandings and promote credibility. Engage others by speaking at a medium pace, using voice inflections, and speaking at an appropriate volume. This allows listeners to keep up with what is being said without becoming disengaged. Be respectful by using correct names and titles; this makes people feel valued and known. Be professional by keeping the conversation appropriate and avoiding negative remarks; the company should be a safe space to learn. Give credit where credit is due; being truthful about accomplishments helps promote fairness.

Criticism

When giving criticism, focus on improvement and growth; motivate the person to learn and do better. Be specific; this helps communicate steps that can be taking to fix the mistake or avoid it in the future. Communicate the criticism in a private setting: a closed conference room, a private office, etc. This demonstrates that the criticism is for personal improvement, not social gain. Focus on the behavior, not the person; this shows that a person is not their mistakes and gives room to grow. Encourage an open dialogue; the person being criticized should be able to respond and ask questions. When receiving criticism, listen so that you are able to respond and ask questions. If you must disagree, disagree respectfully; have an open mind and think about different perspectives. Be constructive; if you are shooting down ideas, make sure to suggest some ideas yourself. Try to find a middle ground. It's not about winning an argument; it's about finding a solution that works for both parties. Give the benefit of the doubt; consider the possibility of miscommunication and try to explain things in a different way. Ask questions; ask for specific ways to do better and explanations of criticism that you don't understand. Whether giving or receiving criticism, it is important to actively listen to one another.

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Ethical Communication

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Telephone Communication

Many of the face-to-face communication guidelines can be applied to telephone communication. There are a few limitations to phone calls and voicemails, so here are a few guidelines to overcome them:

Making phone calls

When making a phone call, it is important know what you would like the phone call to accomplish. Have an idea of what you want to say before you make the call; this will help save time and promote clarity. Once you make the call, the first thing you should do is identify yourself and ask the recipient to do the same if necessary. Make sure the recipient knows the entity you are representing and why you are calling. When speaking to the recipient, your tone should be cheerful and polite, and be truthful while being considerate of classified information.

Receiving calls

When receiving a phone call, the first thing you should do is identify yourself. It is important to listen so you are able to respond and take messages. If there is a need to transfer a call, communicate that to the caller so as to avoid confusion.

Voicemail

When using voicemail, create a polite professional greeting; this should include identification of yourself and the entity you represent. If you know you will be absent for an extended period of time, include that in your voicemail greeting. When receiving voicemail, respond to messages promptly. When leaving voicemail, speak slowly and clearly, don't make assumptions, and save confidential information for a different type of communication.

Email Communication

Emails lack both visual and audial cues; the only thing left to interpret is the text. This makes it even more paramount to choose the correct words to ensure that the intended tone comes through to the recipient. Being mindful of names and titles, time zones (if applicable), cultural differences, and word choice helps email communication run more smoothly.

As CrepEscape grows, more and/or different forms of communication may be necessary. All business communication ethics will be written in the official code of ethics for the company. The purpose of this memo is to be used as a reference for the months that it takes for the official code of ethics to be compiled. If you run into an issue that is not laid out in this email and cannot be easily resolved, I am always happy to answer questions.

Communicating Across Cultures

Although, CrepEscape is a local business, the ability to communicate interculturally is still important, especially with the large international community in Rolla, MO. As CrepEscape expands its business, overcoming cultural and logistical barriers will become more important. The struggles of communicating in a diverse organization and how to overcome them are discussed below.

Intercultural teams encounter many challenges in communicating with coworkers. Bringing these challenges to light encourages finding solutions and is beneficial to everyone. Challenges include, but are not limited to language barriers, differences in social norms, time zones, and lack of light conversations.

Language barriers and differences in social norms contribute to misunderstandings. It is important to make sure that all team members know that their opinions are valued. Leaders should pay attention to who is participating in discussions and encourage the less fluent speakers to participate just as much as everyone else. Leaders should ask for clarification to encourage others to do the same. Posting discussion guidelines helps promote the understanding that all voices will be heard and are important (Neeley). Giving employees access to as much information as possible will allow them to have notes to refer to rather than having to wait on an email (Silverman). Recordings of meetings or discussion summaries can be posted to eliminate questions and allow for the reiteration of information.

Time zones contribute to delayed communication. The communication platform(s) chosen should incorporate both instant and delayed communication (Neeley). When dealing with zones, it is hard to always have instant communication. Scheduling real-time communication once a week and relying on delayed communication the rest of the time would be beneficial to everyone's schedule while still being able to have time for immediate responses (Silverman).

Remote teams make it hard to engage in small talk and light conversations. Casual conversations encourage trust between employees. Delayed communication and lack of face time do not give many opportunities for such time. Allowing for a few minutes of small talk at the beginning of scheduled meetings will help make the team more cohesive. The leader should initiate casual conversations for the first few meetings to set the tone for the rest of the team (Neeley).

Establishing A Brand

Purpose





CrepEscape's brand should be used to help consumers make a connection between the product and the company. The brand should be used in advertising and in the restaurant. CrepEscape is a local business centered around community and quality; the brand should communicate that. It should also communicate fresh authentic crepes and artisan baked goods. It should be communicating the feeling of escape that only high caliber food can give a person; the taste and textures will transport the consumer to France with the Eiffel Tower in view. The brand represents an authentic and elegant place to get crepes, pastries, and viennoiseries. Encompassing all of the great qualities of CrepEscape through text or a logo does not seem possible, but this document will give you some guideline to do just that. The purpose of this document is to show you how to properly use CrepEscape's brand for print and digital media, so it will be easily recognizable to consumers.

Logo

This is the official CrepEscape logo. This logo represents the main product and connection to France through the crepe in the background and the Eiffel Tower substituted for the "A" in Escape. If you are referring specifically to the patisserie or to the crepery, then you should use the separate logos for things like signs and menus. In general, keep the logos together, as it is easier to recognize and they are associated with one another.



Colors

			
C=4 M=41 Y=100 K=0 R=239 G=161 B=32	C=43 M=44 Y=100 K=17 R=138 G=118 B=46	C=49 M=83 Y=74 K=73 R=57 G=18 B=18	C=0 M=0 Y=0 K=100 R=0 G=0 B=0
Can be used for: -logo -other graphics	Can be used for: -logo -primary headings -other graphics	Can be used for: -logo -secondary headings -text on printed menus	Can be used for: -paragraph text -secondary headings -primary headings

Establishing A Brand

Typography

Primary Heading

- Segoe UI
- Semibold
- 24 pt

Secondary Heading

- Segoe UI
- Regular
- 18 pt

Paragraph Text

- Segoe UI
- Semilight
- 12 pt

Sample 1

Sample 2

Sample 3

Photography

Photographs can be used to advertise products and satisfied customers. Photos must be relevant to CrepEscape. They should contain CrepEscape products and/or storefront. Consent to photography must be given by both employees and customers before they appear in any photograph being used by CrepEscape. Photos should promote CrepEscape's products and should not reflect negatively on the business.

Current photos can be found at: https://www.facebook.com/thecrepescape/photos/?ref=page_internal



Template: Delivering Bad News

Below is a template for delivering bad news via email. This template can be used to communicate with customers, employees, suppliers, etc. When delivering bad news, it is important to be sympathetic and concise to avoid further conflict.

The diagram shows an email template with several callout boxes pointing to specific parts of the text:

- Use correct names and titles.** Points to the recipient's name in the header: "To: Melissa Jackson".
- It is important to show that the company has procedures in place for certain situations.** Points to the paragraph explaining the investigation: "Since we have received your concerns, we are currently investigating the quality of the Corona ME smartphone production line..."
- End with a shorter second apology to reiterate your sympathy with the customer.** Points to the final paragraph: "Again, I am very sorry for the product standards that Star-Tel failed to meet..."
- Sympathizing with the recipient shows that you are willing to work together to reach a solution.** Points to the paragraph expressing sympathy: "On behalf of Star-Tel, I would like to apologize for the defective product..."
- Make sure you have all the necessary information before committing to a reimbursement.** Points to the paragraph requesting more details: "The information you provided in your email has been useful, but we would appreciate all the specifics you can give..."

Email Header:

To: Melissa Jackson
From: Star-Tel
Subject: Faulty Corona ME Smartphone

Salutation:

Dear Ms. Jackson,

First Paragraph:

On behalf of Star-Tel, I would like to apologize for the defective product, the Corona ME smartphone, you have received. We have a certain standard here at Star-Tel, and it appears we have not met it. We were not aware of these defects during the product testing stage; if we had been, this product would not have been released. We are sincerely sorry for the inconvenience caused by the Corona ME smartphone.

Second Paragraph:

Since we have received your concerns, we are currently investigating the quality of the Corona ME smartphone production line. The engineers and design team are on top of this matter, and it will be resolved as soon as possible. To reduce cases like yours, there will be a final quality check in place at the end of production, in addition to the current investigation.

Third Paragraph:

The information you provided in your email has been useful, but we would appreciate all the specifics you can give. If you could give us a detailed account of exactly what happened leading up to the combustion of the product, that would really help our engineers pinpoint the cause of the malfunction. This should include how you were using the Corona ME smartphone. After we receive this information, we will consider reimbursement options.

Final Paragraph:

Again, I am very sorry for the product standards that Star-Tel failed to meet. We hope to resolve this issue quickly. Thank you for contacting us. We will be in touch.

Closing:

Sincerely,
Maria Styron
Star-Tel Customer Service

Template: Delivering Good News

This template can be used for communication with customers, employees, suppliers, etc. This is a sample letter that is not perfect but gives you an idea of how a company letter should be formatted. This letter shows willingness to work with customers. Although it is not prompt, it is from the company president which shows the importance of the matter.



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facebook.com/thecrepescape/

January 10, 2023

Mr. Jack Robbins, President
Robbins Construction, Inc.
255 Robbins Place
Centerville, MO 65101

Dear Mr. Robbins:

I was very unhappy to read your letter of August 17 telling me about the failure of the Vista 500. I regretted most the treatment you received from one of my employees when you called us.

Harry Rivers, our best technician, has already been in touch with you to arrange a convenient time to come out to Centerville to talk with you about the driver. We will, of course, repair it, replace it, or refund the price. Just let us know your wish.

I realize that I cannot undo the damage that was done on the day that a piece of our equipment failed. To make up for some of the extra trouble and expense you incurred, let me offer you a 10 percent discount on your next purchase or service order with us, up to a \$1,000 total discount.

You have indeed been a good customer for many years, and I would hate to have this unfortunate incident spoil that relationship. Won't you give us another chance? Just bring in this letter when you visit us next, and we'll give you that 10 percent discount.

Sincerely,

Dave Larsyn, President

This response is not prompt. It has been five months since the customer first wrote to the company.

Recognizing that the customer is valuable to the company promotes future business with them.

Using a tone that suggests "the customer is always right" communicates that the company takes responsibility and avoids further conflict.

Recognizing steps that have already been taken and giving multiple options for next steps communicates to the customer that company is willing to work together to fix the problem.

Mentioning the 10 percent discount ends the letter on a positive note and reminds the customer that the company sympathizes with their complaints and is willing to resolve the issue.

Annotated Bibliography

Neeley, Tsedal. "Global Teams That Work." Harvard Business Review, 4 Sept. 2020, <https://hbr.org/2015/10/global-teams-that-work>.

This article discusses various ways to manage and communicate in diverse organizations. Using the methods discussed in this article ensures that people from all cultures feel heard and that their input is important. While CrepEscape is a local business, Rolla, MO has a large international community, which makes it important to know how to communicate across cultures.

Guffey, Mary Ellen, and Dana Loewy. Essentials of Business Communication. 12th ed., Cengage Learning, 2023.

This textbook discusses various topics that fall under business communication. The information presented in this textbook can be applied to almost any organization. This source expands on topics found in this informational report.

Silverman, Sam. "Council Post: Managing an International Team: Six Tips for Leaders in the Global Business Environment." Forbes, Forbes Magazine, 3 May 2022, <https://www.forbes.com/sites/forbesbusinesscouncil/2022/04/29/managing-an-international-team-six-tips-for-leaders-in-the-global-business-environment/?sh=125fab6b5177Links+to+an+external+site>.

This article discusses six tips for intercultural communication in business. This article presents ways to manage international and remote organizations. While these tips are for diverse companies, they can be applied to any company or organization. This information is helpful for CrepEscape when communicating with suppliers and exploring future business opportunities.