

Example of AppliedEI – Other awareness

How many emails do you send in a day, a week, a month? Tens, hundreds? And how often are you thinking of the other person or people with each email that you send? In our busy lifestyles it's all too easy to know what we mean in an email, to be aware of our intention behind the words, but then for the email to be misinterpreted because it is communicating just that - the words - often without tone and always without our non-verbal communication.

How our words are interpreted in an email may depend on many factors – how busy the reader is, the person's mood, health and well-being, her/his relationship with us. And of course, how it is worded. There are at least seven different meanings to each of the sentences below depending on where you place the emphasis.

I didn't tell John you were angry.

You think she's the best for the job.

It can really pay off in time, energy and emotion to consider the receiver(s) of our emails. Before we click **Send**, read it as if we are the person receiving it. Minimally, double check that the content is factual, courteous and without ambiguity. Make sure it says what you mean. What impact do you want it to have?

And if the content is sensitive, re-consider whether email is the appropriate method of communication. Put yourself in the receiver's shoes. Would you like to receive that email? Face to face, if possible, is more likely to be the better option.

Lastly, don't forget that punctuation can affect our meaning too. The following sentence requires two commas, but where they are positioned dramatically affects the meaning!

A woman without her man is nothing.

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