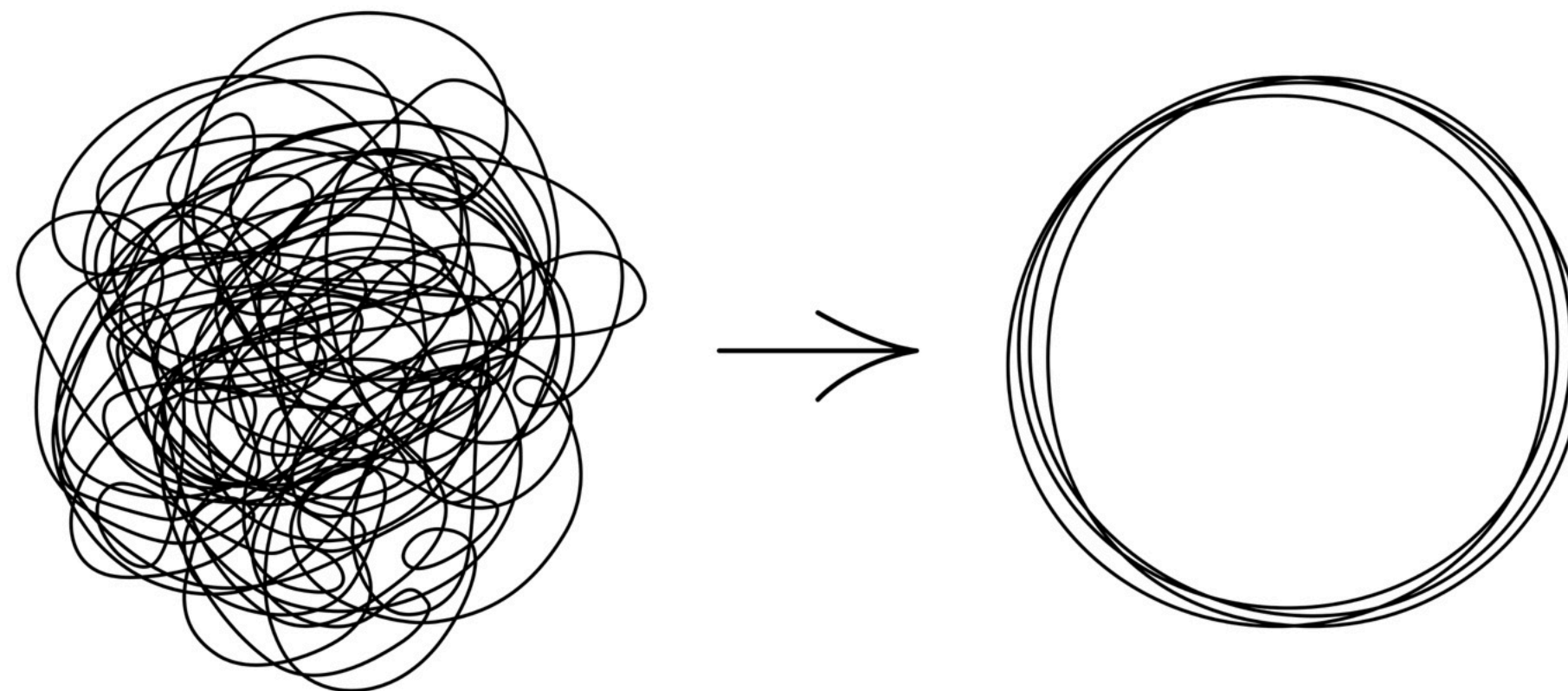




# What is Netting it Out?

---



At it's core, Netting it Out is the act of simplifying a message to its most essential components for the most efficient communication.

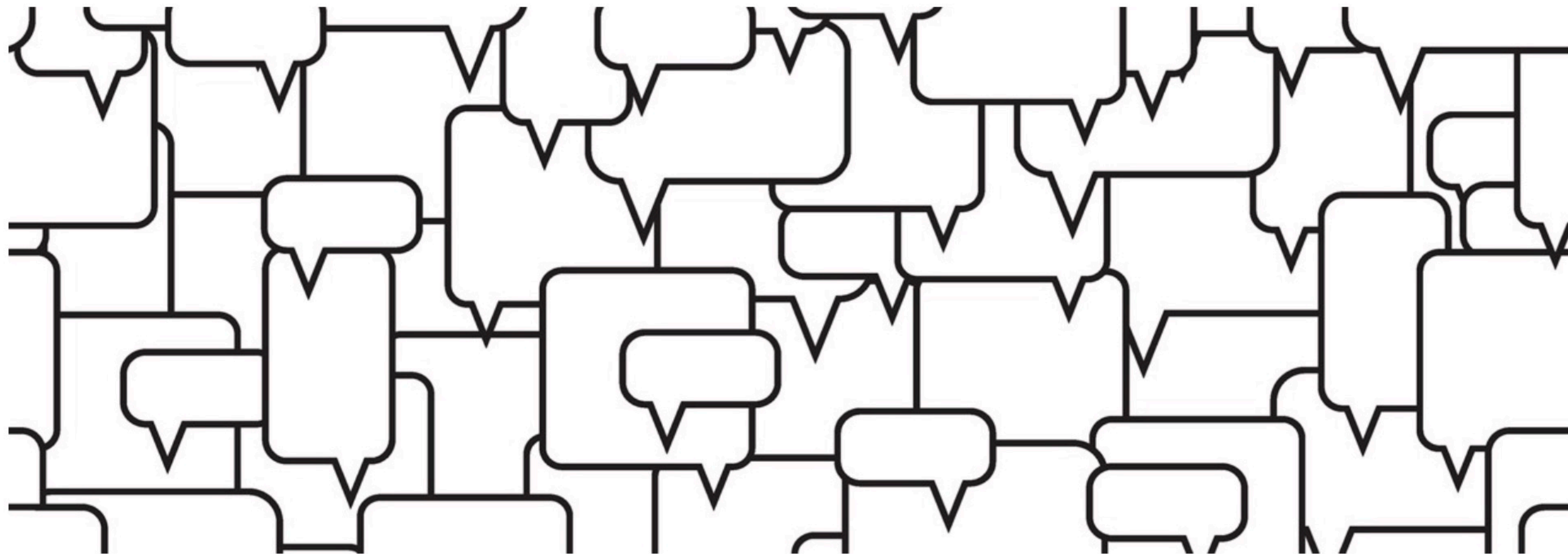
**"Simplify means to eliminate the unnecessary so the necessary may speak."**

Hans Hofmann, *German-born American painter*



# Why is Succinct Communication Important?

**With the amount of communication sent at , the little adjustments we make in our everyday text add up to a significant amount of time saved... and of clarity added to our message.**







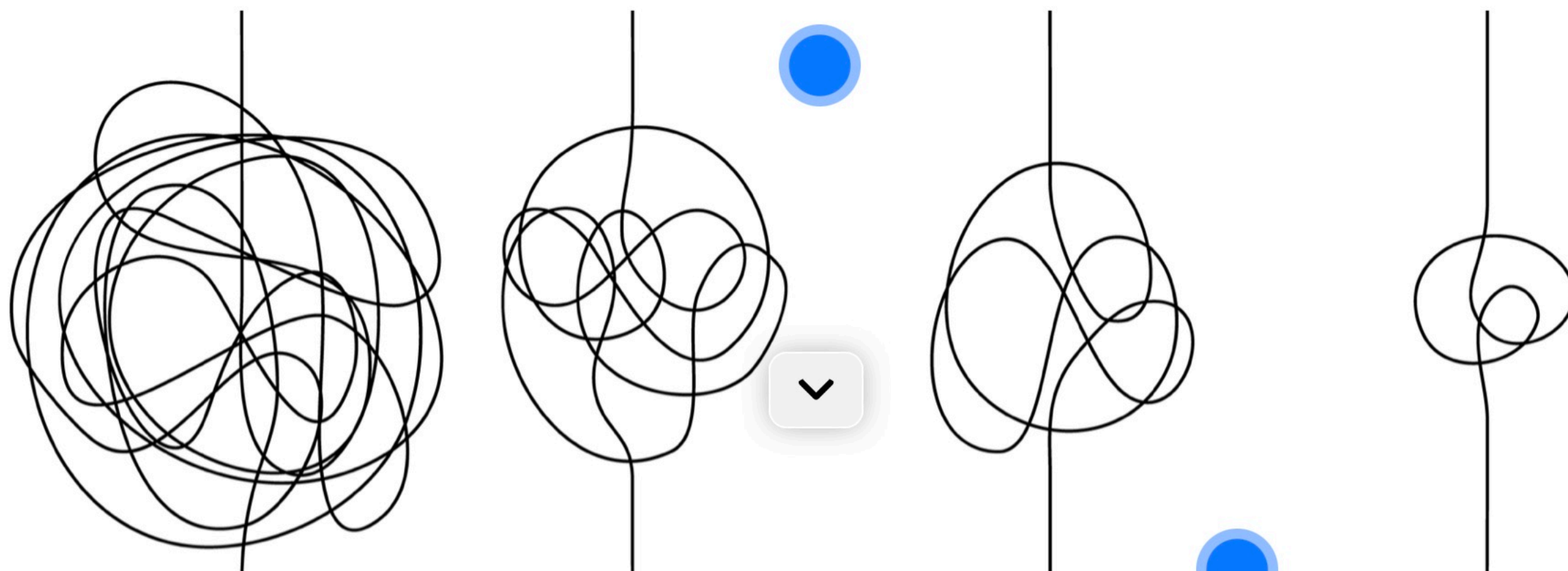
# What can Netting it Out do for us?

**By spending a little bit of extra time crafting our communications, we can save significant time sharing our message and getting quick, efficient action.**

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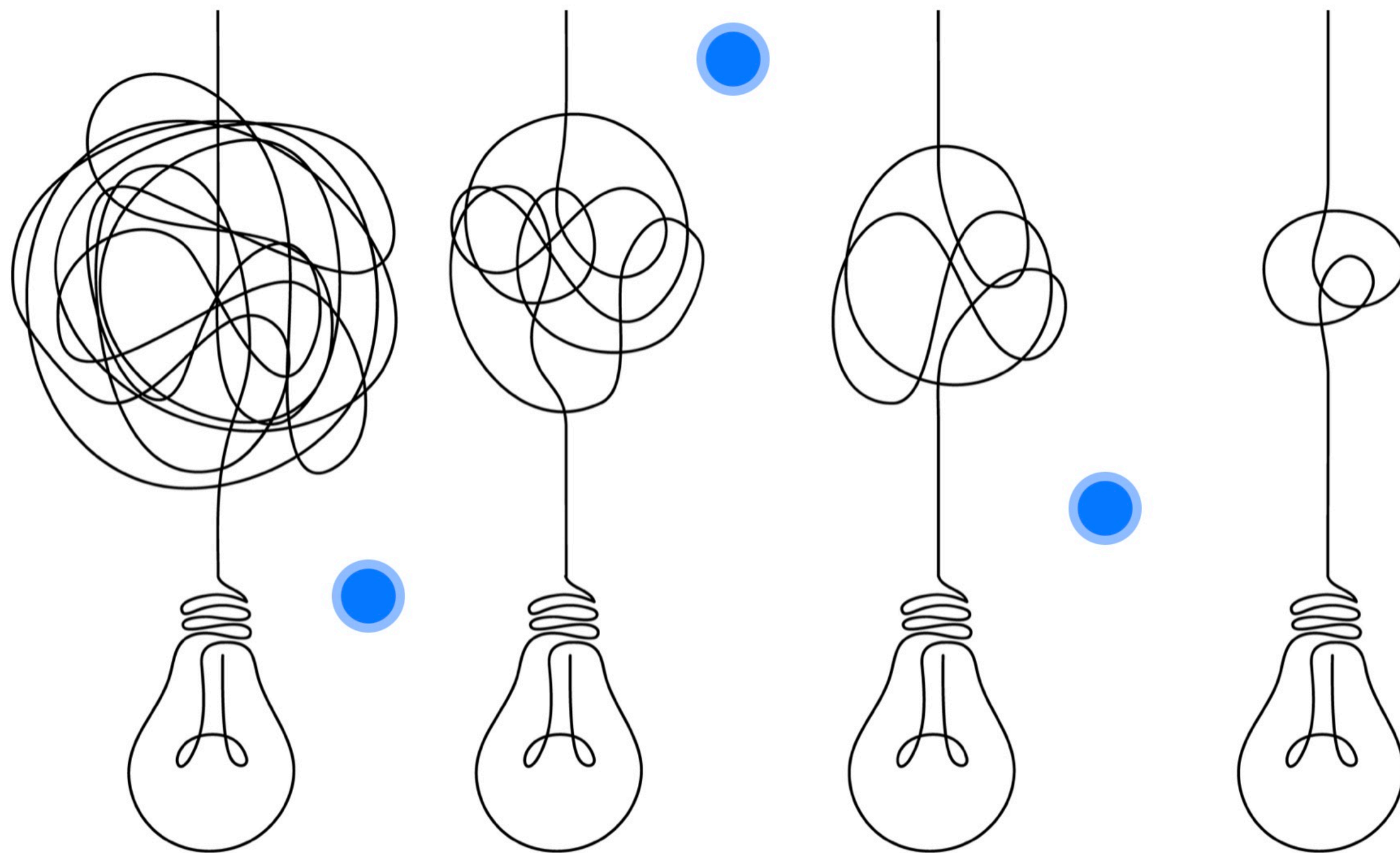
**Netting it Out is like untangling a lightbulb cable, with the email getting simpler and simpler until the message finally gets across, similar to the light turning on when the cables have been straightened.**

**A Poorly Written Email *Will*:**



**Netting it Out is like untangling a lightbulb cable, with the email getting simpler and simpler until the message finally gets across, similar to the light turning on when the cables have been straightened.**

**A Poorly Written Email *Will*:**

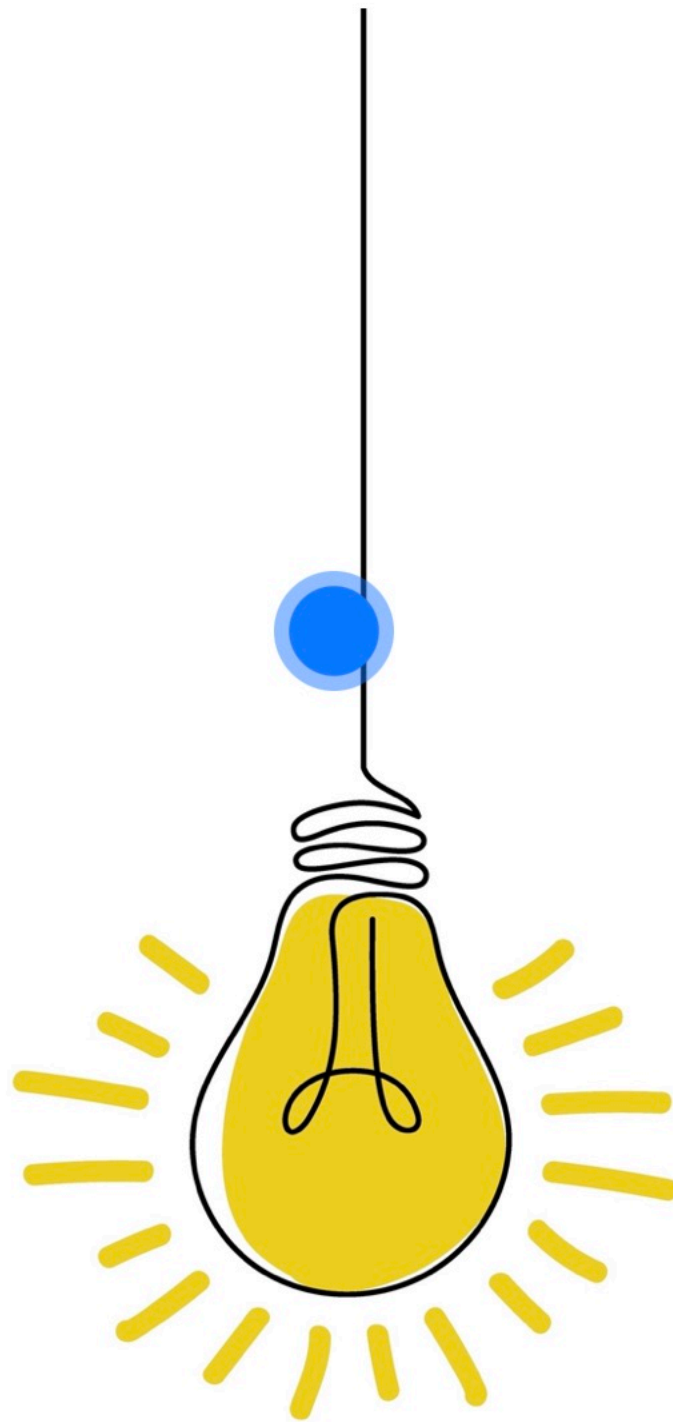






## Delay Decision Making

**A Well Written Email *Can*:**

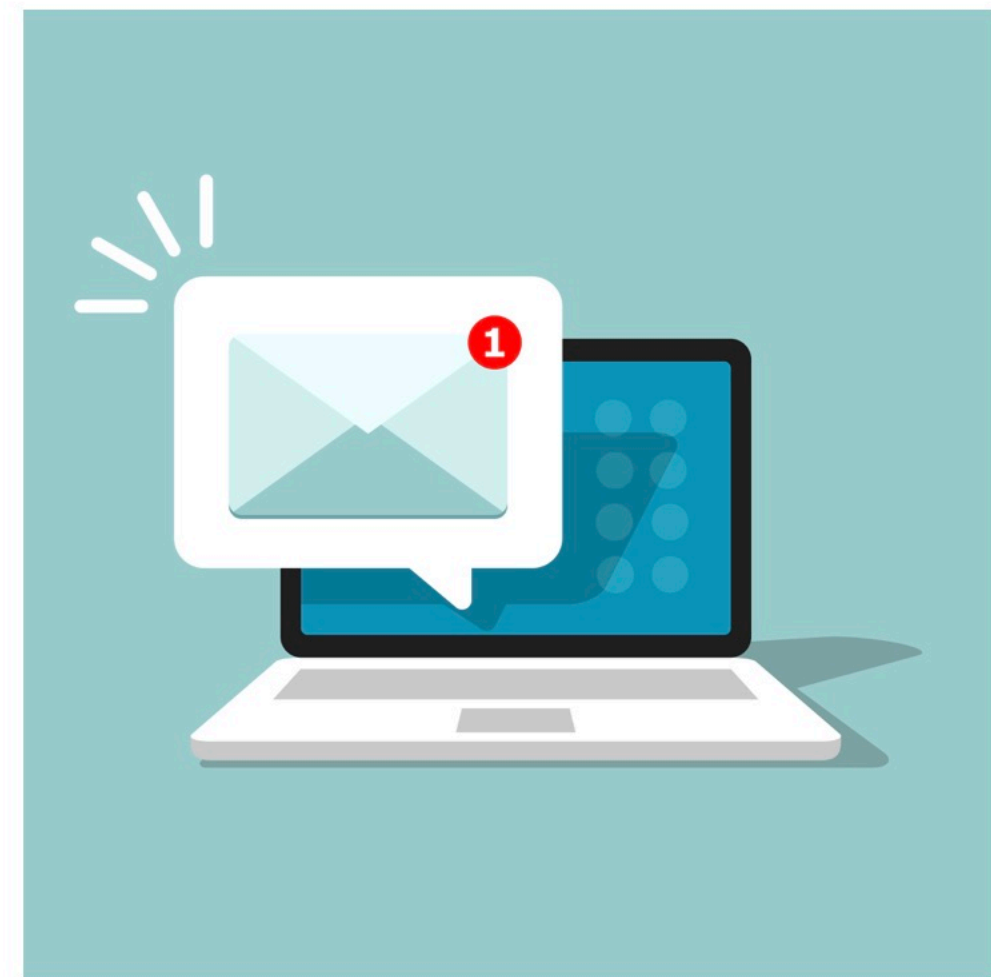


# Basic Business Communication Tips

While this by no means covers all aspects of business communication, here are a few do's and don'ts when sending professional messages.

## Don't

- Use fluff / filler words
  - Ex: "just", "like", etc
- Use uncommon abbreviations without spelling them out once before
- Use jokes or witty remarks. Humor and emotion are difficult to convey through text.
- Use all capital letters. This is abrasive and may be mistaken for shouting.



## Do

- Reread your message before sending it off.
- Spell check, grammar check, and content check thoroughly.
- Tell a friendly story with your email. Start with a greeting and end by thanking your audience.







# Choose Your Framework

The following frameworks are designed to help you create clear, efficient communication in your professional space. They are separated into three models; explore all three as there is significant overlap between them, and you may prefer one model over another.

Feel free to adjust a model to better fit your organization's preferred communication style.

**CLEAR**



**C**

**L**

**E**

**A**

**R**

Conceptualize

Lead

Edit

Anticipate

Review



**POINT**



**RATES**







# The Executive Summary

At its core, an executive summary is a short document containing a brief statement of a problem or proposal, covering background information, concise analysis, and main conclusions.

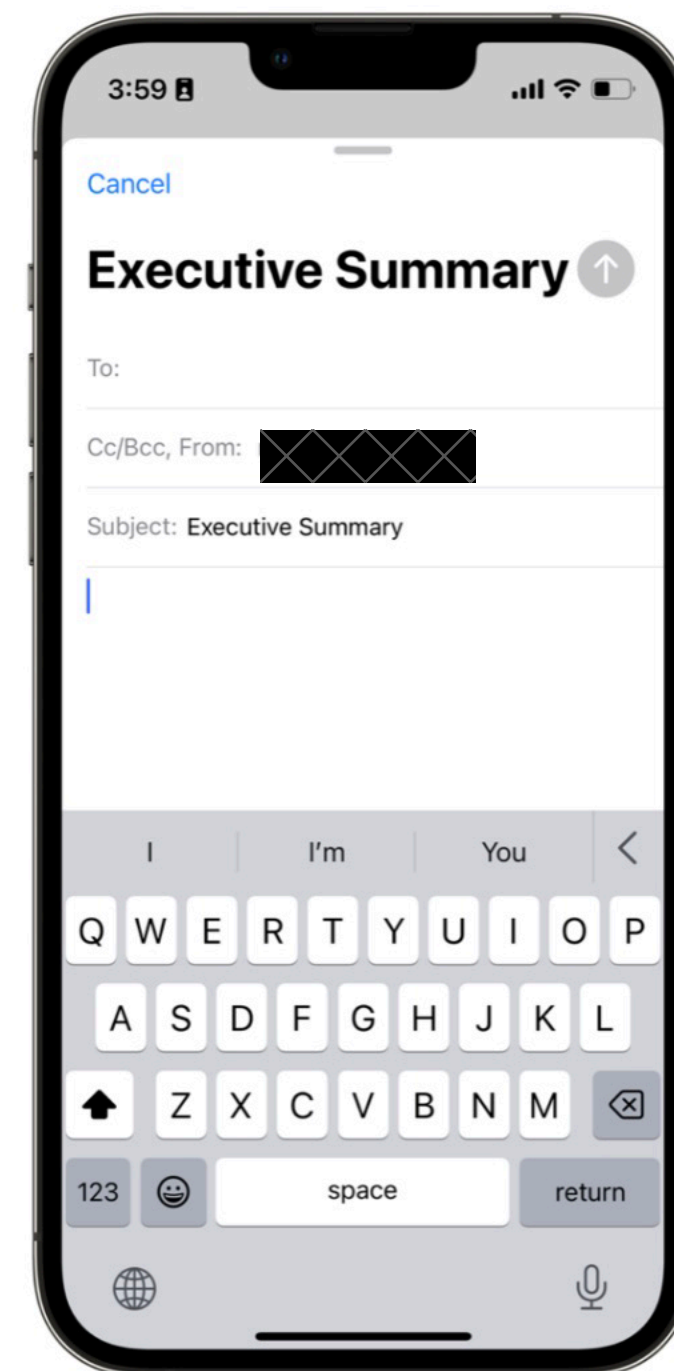
It is intended to: help decision-making by managers, provide an update, or request assistance for a specific purpose.

## Parts of the Executive Summary

- State the issue / purpose
- Ask for help\*
- Set the context
- Provide an update
- Include next steps
- Include the date of the next update

\*ask for help only if relevant to your email's purpose

**Now that you know the basic structure, let's go more in depth with each of these sections.**





# The Executive Summary - In Depth

## 1. State the Issue



- Concisely state: What's the issue at hand? Why are you communicating?
- The difference in purpose of your summary dictates different openings. It can be an update (FYI - no action needed) or an issue escalation (usually with help needed).

## 2. Ask for Help (If Needed)



## 3. Set the Context



## 4. Provide an Update



## 5. Include Next Steps



## 6. Include the Date of the Next Update



Remember, while this is the general structure of an executive summary, each one you write should be tailored to the situation at hand.





# Let's Test Your Knowledge

What do we mean by "Netting it Out"?

Communicating with your superior on something personal that happened recently.

The act of simplifying a message to its most essential components for the most efficient communication.

Capturing your ideas into an "idea net" and setting them aside for later.

Optimizing your "net", or internet, speed for your daily tasks.

Check Answer

True or False -

A poorly written email will create confusion and delay decision making.

True

False

Check Answer



True or False -

A well written email will drive action and efficiency, generate questions, and influence decision making.



# Let's Test Your Knowledge - Continued

## Matching:

Select the pairs of tiles that match the Executive Summary step with the description of what that step means.

This should be at the top of the update rather than buried in the details below so it doesn't get missed.

Concisely state: What's the issue at hand? Why are you communicating?

Set the context

State the issue

This helps your audience understand where this is coming from. Remember they are probably less familiar with the topic than you are.

Ask for help





# Guided Practice

This activity will walk you through the Netting Out process using an example we have created of a poorly written email, and transforming it into a succinct, effective form of communication.



## Meet Tam (she, her, hers)

Tam is writing an email to her manager both updating her on a project she was assigned, and asking for guidance on next steps.

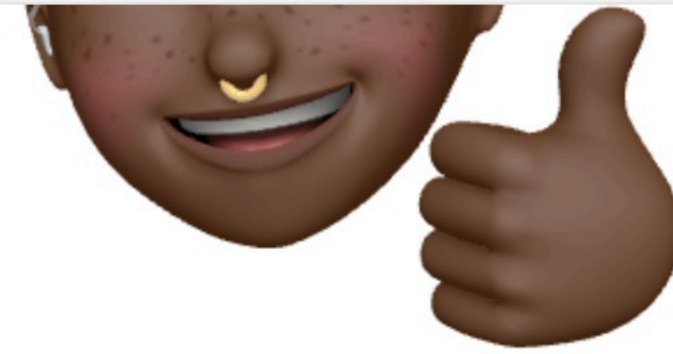
## Meet Terry (they, them, theirs)

Terry is Tam's manager, and they are excited to be partnering with her on a new project. Tam is new on the team, and does not yet know the team's communication style.





Know the team's communication style.



---

Email Sample:

To: Terry

Subject: Update

Hey Terry,

I know we talked about maybe working on a new course for how to Net Out our writing, and I think it's a really cool idea. It's the one we talked about over WebEx, where you had the really cool Star Trek background and I had my cat interrupt (sorry about that). She's doing well, by the way, and "caught" her first pair of socks the other day! How is your project coming along? I love the idea you shared and am super excited to see how it progresses. I'm working on a course design now, and I already have: the introduction, some examples, some templates, some guidelines, you know that sort of thing. It might take me a while to get it done, but I'll update you sometime and let you know how it's going. What should I work on next?

I hope I didn't ramble on too long, I know I tend to do that. Just my personality but it can be distracting at times.

Let me know your thoughts!

- Tam

Go ahead and Net This Out!

## **So how do we Net This Out?**

**This email is a deliberately poorly written one, and the message has been lost among unnecessary information. If you read this email and find yourself thinking:**

- what was this about?
- are the cat details important?
- what is the relevance of the manager's project?
- it seems like this person is working on the project, but what is the timeline? "a while" and "sometime" don't mean anything.

**There is a much more efficient and succinct way to get the information across.**

**Let's start by revisiting the Preparation Tool we covered earlier, and dissecting the core essence of this email.**





**There is a much more efficient and succinct way to get the information across.**

**Let's start by revisiting the Preparation Tool we covered earlier, and dissecting the core essence of this email.**

## **Purpose**



The purpose(s) of this email is (are):

- To provide an update on the status of the newly created project.
- To ask the manager what the IC should prioritize in the process.

## **Audience**



## **Key Message**



## **Q&A**



Now that we know the email's purpose, audience, key message, and have thought about any additional questions we may need to answer, let's rewrite it using the executive summary framework.

## **Updated Email:**

# Updated Email:

Hi Terry,

I am writing to ask for guidance on prioritizing the next steps of Project X. With our tight timeline, I want to make sure I am working on the correct pieces to be as efficient as possible. Please advise on the next recommended steps I should take in order, by end of day Friday. As a reminder, this is the Net it Out course we discussed during our 1:1 last week. The necessary files (should you need them) are in Box.

For context, I have already completed the introduction and have drafted the two activities we agreed upon. I am currently working on the framework for Net it Out tools. Missing are the examples, review, and executive framework sections.

Please respond with the advised next steps, and I will send weekly updates to keep you informed on the project's update, with a goal launch date of xx/xx/xxxx.

Thanks,

Tam



# Congratulations!

**You have almost completed the Net it Out Essentials course! This next practice will help you take what you have learned in this course and apply it to your communication.**

**For this activity, you will need to locate an email you have sent to your manager in which you were providing an update on a situation / problem, or requesting assistance (whether that be requesting a meeting, for them to approve something or send a document your way, etc.).**

**Once you have located this email, advance to the next page for your assignment details.**





# Instructions

Take the email you selected from the last set of instructions (on the previous page). Your task is to spend 10 minutes "netting out" the email using:

- The Preparation Tool from Chapter 2
- One of the models from Chapter 2 (POINT, CLEAR, or RATES; select the one you feel is most appropriate for your email)
- The Executive Summary guideline presented in Chapter 3

Once you are satisfied you have "netted out" the email as efficiently as possible, save the email and bring it with you to your next 1:1 with your manager. Ask them to compare your old email with this new, "netted out" version and see if there are any more changes that can be made. Spend some time with them discussing the communication style your team prefers, and most of all...

**Celebrate your course completion!**

