

## Professionals build trust by promoting online skills



Professionals use e-mail and texting as a primary communication method more now than in the past (from 25% in 2000 to 80% in 2010): an incredible cultural shift in just a few years. There is an opportunity to build trust more consistently and avoid problems by increasing awareness of the subtleties of online communication. Bob Whipple provides a pathway to online excellence and identifies how professionals benefit when their online skills are improved. Rather than coping with habitual problems, leaders can use effective online communication as a strategic advantage.

Whipple provides insights into what goes on “between the lines” of e-mail and texts. This program teaches important, and often overlooked, strategies for improved online communication. Participants come away with an understanding of how their work group can take control of the e-mail monster and tame it for good. A laminated card with the overarching principles is given to each participant.

### Value to Participants:

- Deeper understanding of the dynamics of online communication
- A higher level of trust within their home organization
- Over 30% reduction in volume of e-mail
- Less confusion on instructions and timing
- Fewer “e-grenade” battles that damage morale
- Shorter notes that get results instead of rolling eyes
- Faster & better follow up on requests - no dropped balls
- Greater productivity for all professionals

Biography: Bob Whipple is an author, speaker, and consultant headquartered in Rochester, NY. His specialty is helping leaders build higher trust within their organizations. He has been named as one of the top 20 thought leaders in the country on the topic of leadership development by Leadership Excellence Magazine and one of the Top 100 Thought Leaders on Trustworthy Business Behavior by Trust Across America. His book, ***Understanding E-Body Language: Building Trust Online*** is a breakthrough book on the topic of how to improve online communication. With over 20 years of senior leadership experience, Whipple’s pragmatic ideas are easily applied by professionals and leaders in all types of organizations.

