

## How to Maintain High-Touch Relationships in High-Tech Times

**FIRST INNING: General Session**

**SPEAKER: Sarita Maybin, Communication Expert & Author**

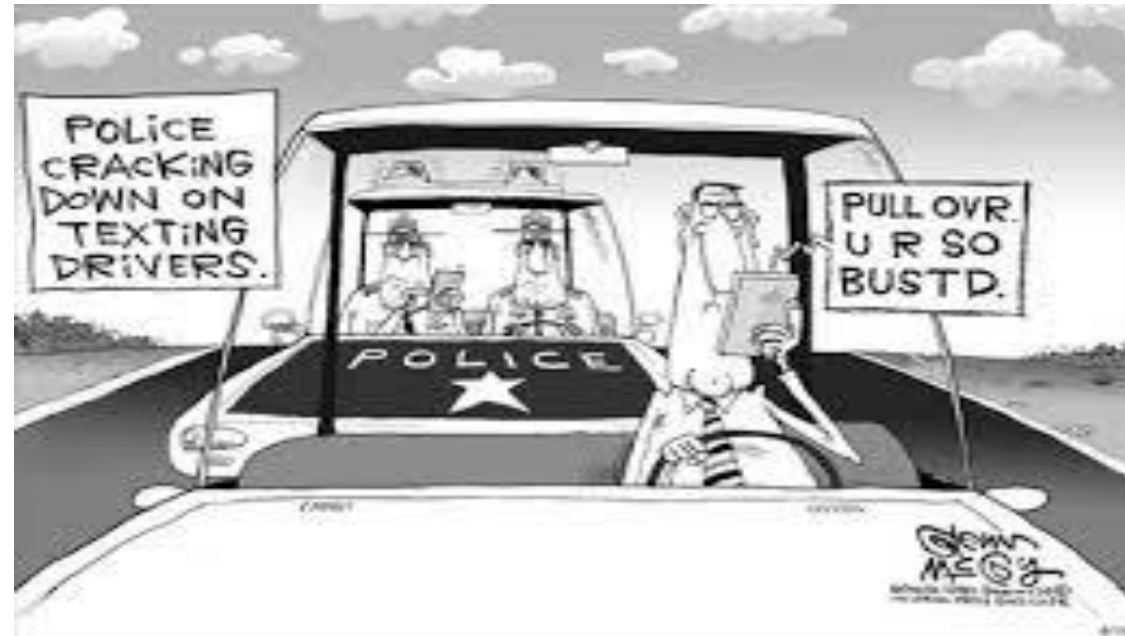


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# “Text Talk”

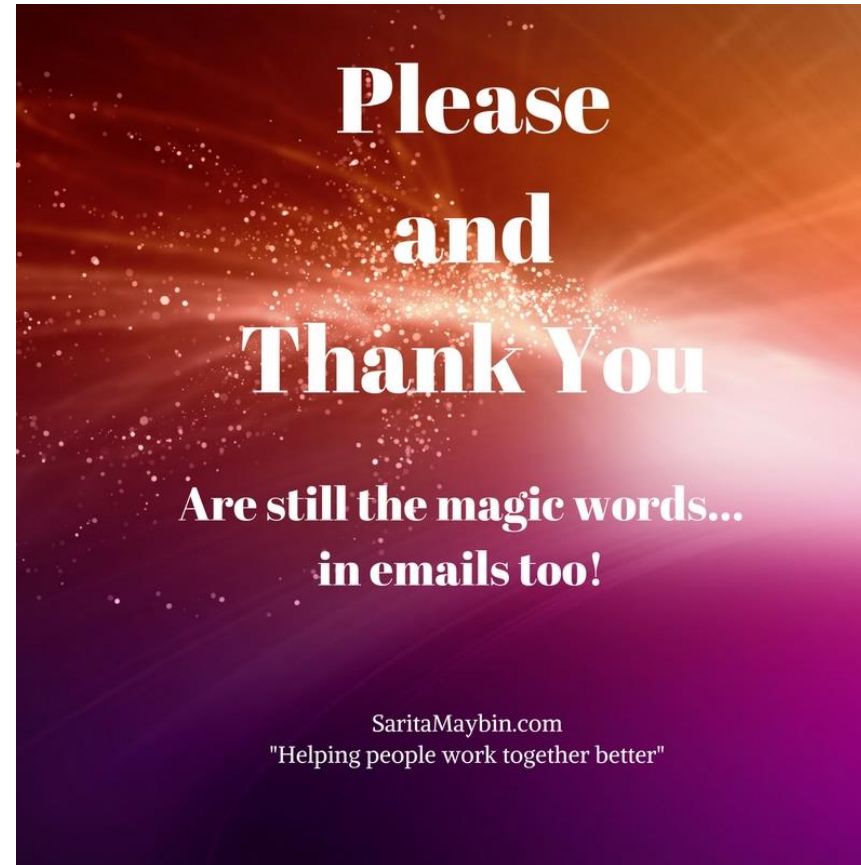
## Cracking the Cross-Generational Code

- LOL
- IKR
- TYVM
- IMHO
- GMTA
- TTYL
- IDK



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# Back to Communication Basics



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# Communication Basics

“People don’t care how much you know  
until they know how much you care.”

John Maxwell,  
Author & Leadership Expert



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# Communication Is...

## Verbal & Nonverbal



# Verbal & Non-Verbal **ONLINE**

## What's Wrong with this email?

*YOU NEED TO STOP TYPING IN ALL CAPS CUZ IT MAKES  
U LOOK STUPID AND U R NOT GONNA GET A REPLY!!! 😊*

# Verbal & Non-Verbal ONLINE

- CAPS/**Bold** = Aggressive
- Formal vs. Informal
- Fonts & Frills
- You vs. I/We
- Avoid blaming words

## RESOURCES:

>**105 Phrases:** Appendix of Sarita's book  
*"If You Can't Say Something Nice What DO You Say?"*

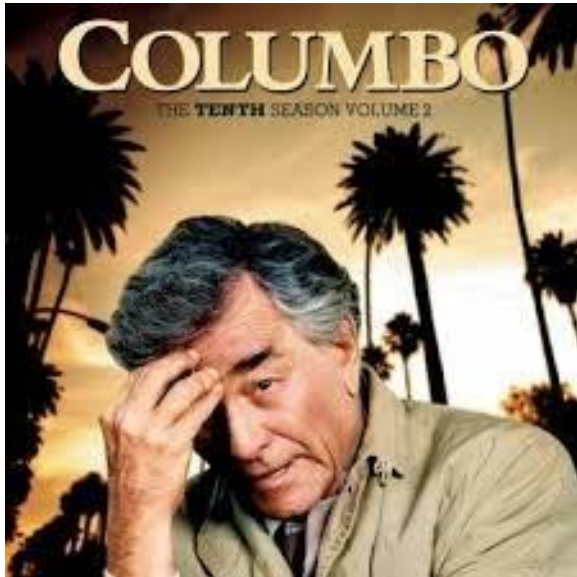
>**NEW!** Sarita's book now available on **AUDIOBOOK**

# Sarita's Top 10 Positive Communication Phrases

## Hit a home run with these phrases!

### **GIVE BENEFIT OF THE DOUBT**

10. *You may not realize...*
9. *Are you aware of the effect...*



### **SEEK INPUT**

8. *Help me understand...*
7. *I need your help...*
6. *I noticed...and I'm wondering...*
5. *Would you be willing to...*

### **TAKE RESPONSIBILITY**

4. *I'm concerned...*
3. *I would appreciate...*

### **WORK TOGETHER**

2. *How can we resolve this...*
1. *What will it take...*



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## Three Clues That You Should Choose To Call Instead of Email or Text

- Clue #1: Numerous Questions  
("Rule of Three Strikes!")
- Clue #2: Sensitive Subject
- Clue #3: Conflict Resolution



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# Creating “High-Touch” Reader-Friendly Emails

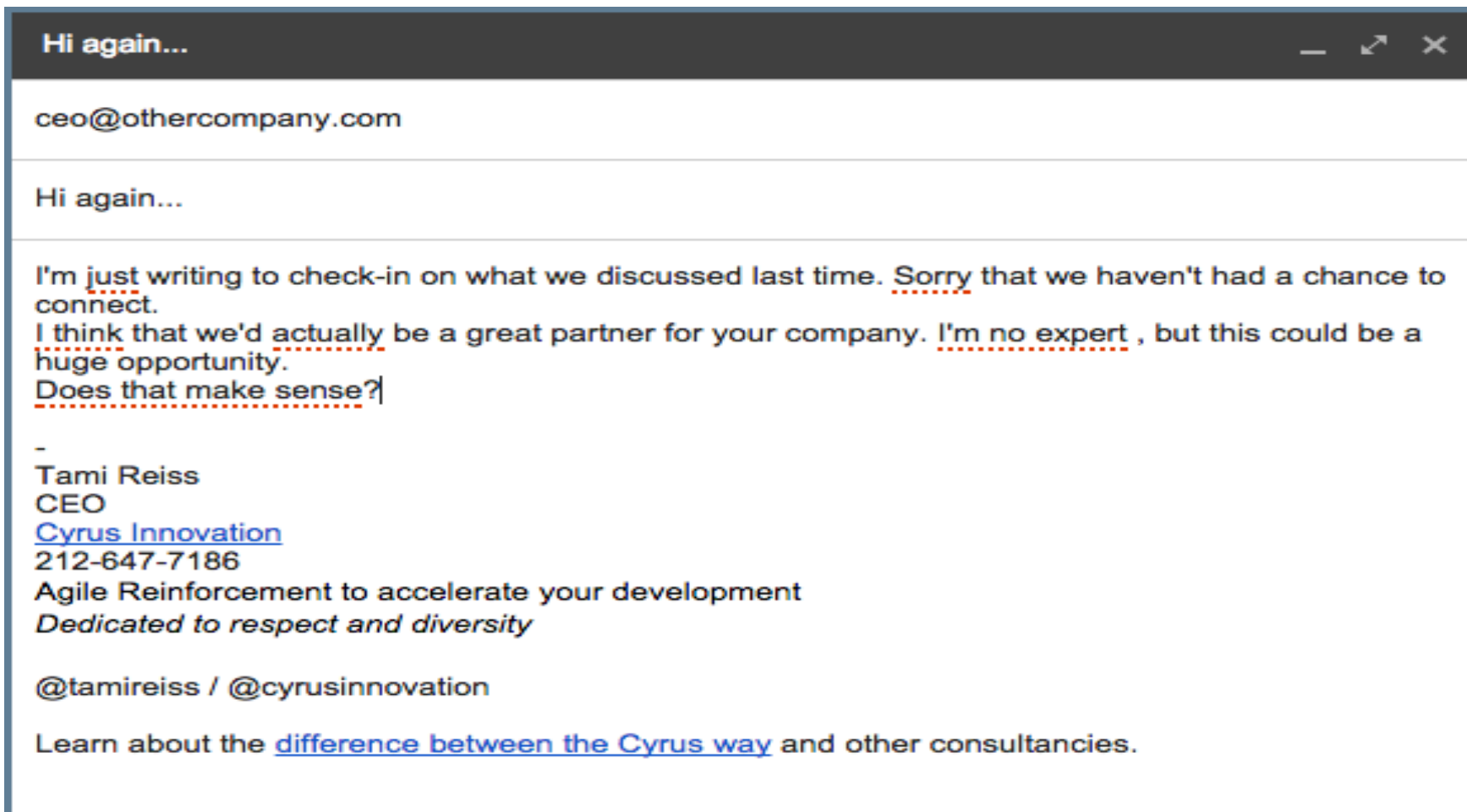
- **Write a meaningful subject line**  
Ex – “Conference Agenda – For Your Review” vs. “Conference”
- **Respond Promptly.**  
Ex - “*Email Received...Detailed reply tomorrow*”
- **Keep the message focused -**  
Bullet points, 5 Sentences w/ space between
- **JustNotSorry.com**

**Q: Why is this email five sentences or less?**

**A: <http://five.sentenc.es>**



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# To Receive 50 Positive Phrases

Please sign up for monthly email  
*What Do You Say Communique'*

Sign up on website [SaritaMaybin.com](http://SaritaMaybin.com)

OR Text SARITATALK to 22828

**FOR "MOTIVATION MONDAY"**

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# Closing Thoughts

High Touch.

High Tech.

Communicate with Respect!