

- a** the writer
- b** the PR woman
- c** a researcher
- d** a bank worker

6 Complete the communication tips with the words/phrases in the box.

correct hasty inbox mis-typed pay attention spelt

It's important to ¹ _____ when writing because if you concentrate, you will make fewer mistakes. If you do make an error in your communication, make sure that you ² _____ it quickly. Careful checking will help to avoid most mistakes. Before you hit 'Send' are you sure that you haven't ³ _____ an email address or ⁴ _____ a word incorrectly? Simple details are sometimes the easiest things to get wrong, especially when writing a ⁵ _____ message while you are doing more than one thing at a time. When you look in your ⁶ _____, you will find plenty of examples of emails containing errors that are easy to avoid. Try to make sure that your communication doesn't contain the same mistakes.



The best way to recover from a technological bungle

By Pilita Clark

- A** The other day when I got to work, I found an email from a PR woman I have never met congratulating me on my new job at City AM, a newspaper I have never worked for.
- 'Sorry,' she wrote in a hasty follow-up mail. 'Clearly not concentrating.' The next day I heard from two men, one from an investment bank, the other a credit-rating agency.
- B** Both had made email muck-ups they needed to correct. These people are far from alone. The idiotic mistakes we make at work are awful and getting worse.
- C** I know this because I make so many myself. The other week I gave one colleague a mis-typed email address for someone she needed to contact and another the wrong date for a meeting. Then I nearly wrote a story with the name of one person spelt two different ways.
- D** Researchers have been warning for years that people who constantly juggle emails, texts and messages do not memorise or manage their work as well as those who pay attention to one thing at a time. Digital overload has been estimated to cost as much as \$997 billion a year in lost productivity and innovation, just in the USA. No wonder, when it is claimed we tap and swipe our phones an average of 2,617 times a day.
- E** I am astonished that the levels of office bungling are not far worse. It is still quite rare to see a huge blunder, such as the \$6 billion a Deutsche Bank worker accidentally transferred to a customer a couple of years ago.
- One big lesson I have learnt is this: if you do happen to send an idiotic email at work, unless you have caused a stock market meltdown, just apologise and move on. Never try to recall it.

A look through my inbox shows there was only one month this year – August – when I did not get at least one message from someone announcing they 'would like to recall' an email. In almost every case, I did what everyone does in this situation: I tracked down the note to see what it said.