

# The Tone of a Professional E-Mail Storyboard

Scene	On screen images	On screen text	Narration Script
1-6	<p>Stephanie is asleep in her bed located inside her bedroom. She has a SLEEP expression and is laying on her back.</p> <p><i>Continue Scene 2</i> -Stephanie is laying in the bed on her side with a SAD 2 expression.</p> <p><i>Continue Scene 3</i> - Stephanie is laying in the bed on her back with a CONFUSED expression. -A thought bubble hovers her head displaying a computer screen with the text: WORK!</p> <p><i>Continue Scene 4</i> - Stephanie is laying in the bed on her back with a CONFUSED expression. -A thought bubble hovers her head displaying a wallet with money.</p> <p><i>Continue Scene 5</i> - Stephanie is laying in the bed on her back with a CONFUSED expression. -A thought bubble hovers her head displaying two Vyond character heads separated by the abbreviation vs.</p> <p><i>Continue Scene 6</i> - Stephanie is sitting up in her bed with her hand under her chin and a CONFUSED expression.</p>	NONE	<p>It's 2AM. You can't sleep. Your thoughts are racing. You usually listen to support your coworkers, but don't internalize their gripes.</p>

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7, 8	<p>Stephanie is masked and scaled to fit a grey circle shape. Stephanie holds her hand under her chin and is cropped from the waist up.</p> <p>The circled shape is aligned to the top left corner of the scene.</p> <p>The remainder of the scene displays a video of Stephanie's memory of her listening to a co-worker.</p> <p>An open thought bubble scenes out the video.</p> <p>Scene 7 – Stephanie displays a TRUST expression; Jeff is in the SITTING AND TALKING ACTION.</p> <p>Scene 8 – Stephanie displays a SURPRISED expression; Jeff is in the SITTING AND TALKING ACTION with an angry expression.</p>	NONE	<p>However, this day, your coworker expressed a thought-provoking idea...</p>
9	Stephanie walks in a tired manner out of her bedroom.	NONE	<p>...sending you into a tailspin of rumination.</p>
10	<p>Stephanie typing her email while sitting at a desk inside her apartment.</p> <p>An image of Stephanie's email aligned to the right of her.</p>	<p>Stephanie's E-mail:</p> <p>To all Tech Solution Employees</p> <p>I am disgusted with this company and the decision to pay the men more than the women! You all should be ashamed. The women who work for this company are</p>	<p>In an emotion-driven slip of judgement, you compose a contentious email, and mass send it to the entire company.</p>

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		<p>the reason we stay in the black. Your complete disregard for our talent is a slap in the face. I implore you to make immediate changes as you will soon find Tech Solutions in the red.</p> <p>The following are my request:</p> <ol style="list-style-type: none"> <li>1. Pay us more!</li> <li>2. Pay us More!</li> <li>3. Pay us MORE!</li> </ol> <p>I welcome the opportunity to discuss this further.</p> <p>Stephanie "Nothing to Lose" Coleman</p>	
<b>11</b>	<p>The outside of an office building is displayed. 2 Buses enter the scene from opposite directions.</p> <p>Stephanie and four other employees walk towards the building to enter for the workday.</p>	NONE	Traffic Sound effect
<b>12, 13</b>	<p>Employees are situated in an open workspace at their desk.</p> <p>Scene 13 – The women employees are celebrating while the men employees are upset.</p>	NONE	<p>There are mixed feelings when you arrive at the office. The women are proud, and the men are upset. So, what went wrong?</p>
<b>14</b>	<p>The scene is a split screen.</p> <p>Aligned to the right is a lightbulb that fills to 50% representing the statistic.</p> <p>Aligned to the left is Stephanie facing the camera with her arms crossed.</p>	<p>43%</p> <p>Near-life question: What is email tone? (Appears at the end of the scene)</p>	<p>According to balancedworklife.com, 43% of survey respondents see email as the cause of confusion or resentment in the workplace. So how do we reduce the number of emails that cause discontent among employees.</p> <p>Near-life question: What is email tone?</p>

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15	<p>3 employees are in a conference room receiving a presentation on e-mail tone from their peer.</p> <p>3 of the 4 employees are connected to thought bubbles.</p>	<p>Thought bubble #1: Great work!</p> <p>Thought bubble #2: Nice job!</p>	<p>Email tone is the perspective you want to convey to the recipient. Recipients of an email can assume that a simple phrase like: "nice job" or "great work" is laced with sarcasm.</p> <p>Why is this the case? Humans can sometimes be cynical and allow their bias to interpret negativity where none may exist.</p>
16	<p>3 employees aligned horizontally with a thought bubble above each.</p> <p>All display CONFUSED expressions.</p> <p>The scene displays an office background.</p>	<p>Why is this the case?</p> <p>Thought bubble #1: Did he just Yep me?</p> <p>Thought bubble #2: I know he meant more than what he expressed.</p> <p>Thought bubble #3: What does she mean by that statement?</p> <p>Near-life question: Why does the importance of email tone matter? (Appears at the end of the scene.)</p>	<p>Why is this the case? Humans can sometimes be cynical and allow their bias to interpret negativity where none may exist.</p> <p>Near-life question: Why does the importance of email tone matter?</p>
16	<p>Employee walks into a dark room carrying a briefcase. The scene is accented by a spotlight.</p>	NONE	<p>There are serious repercussions if you don't take email tone into account while composing an email. There are a few effects to think about:</p>
17	<p>The scene displays a green background. Stephanie is centered in the scene with each idea in a quad shape around her.</p>	<ul style="list-style-type: none"> <li>• shift in company morale</li> <li>• no longer trusted as a professional</li> <li>• negative professional interactions</li> <li>• loss of employment</li> </ul>	<ul style="list-style-type: none"> <li>• Your communication caused a shift in company morale.</li> <li>• You are no longer trusted as a professional.</li> </ul>

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		<p>Near-life question: Which of the following is not a strategy to improve email tone? (Appears at the end of the scene.)</p>	<ul style="list-style-type: none"> <li>• Negative emotions dominate professional interactions.</li> <li>• Possible loss of employment.</li> </ul> <p>Therefore, the composition of a proper email is detrimental to your professional success.</p> <p>Near-life Question: Which of the following is not a strategy to improve email tone?</p>
18	The scene displays a green background with a gold key and text.	(image of a key) To Success: Focus on the strategy	When composing an email, you must strategize to convey a professional emotional state to the reader or subject matter. Some key strategies to improve your email tone are.
19	Scene displays an office setting where a virtual meeting is being held in a conference room with the instructor being projected on the screen.	Know your Target Audience	Determine your target audience. - Determine your target audience. How familiar are you with the recipient of your e-mail?
20	Scene displays an office setting where the employees are gathered in a circle and completing a team-building activity.	Consider the recipients possible interpretation.	Consider the recipients possible interpretation. -Have you envisioned yourself as the recipient and thought about your feelings after reading your message?
21	Scene displays an office setting where the employees are at their desk sending emails.	Decide on the email's format and subject line.	Decide on the email's format and subject line. -What information are you trying to communicate in your email and what is its purpose?

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22	<p>Scene displays Stephanie in her bed asleep, but she then awakes with a JOY expression. All the scenes including the office scene is replayed.</p> <p>The video ends with the staff clapping and cheering as a group.</p>		<p>Wait, what just happen?</p> <p>It was all a dream!</p> <p>It looks like Stephanie was dreaming, and the bad toned email was never sent. She went on to send a message that followed the strategies</p> <ul style="list-style-type: none"><li>-Know your target audience.</li><li>- Consider the recipients possible interpretation.</li><li>- Decide on the email's format and subject line.</li></ul> <p>Next time you write a professional email, consider the strategies to ensure you present your most effective message.</p>
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