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— WRITING & TRAINING —

# HOW TO SET THE TONE

## Greet

## Connect (be personal, be genuine, show empathy)

Hi Mike

Great to see you last week

Hey Shelly

Thanks for your call

Good morning team

Great work yesterday

Hello all

I can hear we're all frustrated

Hi Jim

Hope all's well

Hi Jim

Sorry to bring you bad news!

Hi Mary

Thanks for letting me know about that!