

Change Management Email Expectations

A lot of communication in your professional career will happen through email. The correspondence between general contractor and trade partner is consistently referenced in disputes on a given project. With that in mind it is crucial that an email is put together with a specific purpose. The anatomy of an effective email can be broken down as shown below, point breakdowns are shown under each section:

1. **Proper greeting of the day** → It is important to get a proper salutation at the beginning of a professional email as this sets the tone for the whole message. This is a formal request, so there should be a formal greeting such as "Good Morning <<Name>>" or something similar.
2. **Clearly and succinctly explain the issue at hand** → When emails are too long, nobody reads them. A study of 40 million emails found the ideal email is between 75 and 150 words long (<http://blog.boomerangapp.com/2016/02/7-tips-for-getting-more-responses-to-your-emails-with-data/>). To live within that range clear and succinct communication is a vital skill. The first thing in the body of an email should be the problem, issue, or situation.
3. **Explain what we need and when we need it** → The recipient needs to be introduced to what it is that we are looking to get out of this exchange along with understanding a deadline. The last part is paramount because without a deadline your email goes to the back of the line automatically.
4. **Give a direct objective** → Without a direct objective we cannot have any control over what we will receive. The recipient of an email must have a clear action item. This should live at the end of the email, so it is the last thing in the readers mind when reading.

Example

Good Afternoon «FIRST_NAME»,

We have just received direction from UCR to proceed with the Vivarium buildout on Level 1. A ROM of XX,XXX was submitted in the early stages of the project, but final pricing for the work has been requested by end of business today. The finalized drawings for the change are attached to this email. Please review these drawings for any necessary updates and send over a final cost and schedule proposal for «scope of work».

Thank you,

Elijah Elliott

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