



Business English

Lecture 3

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Warm up:

Two truths and a Lie

Revision

✓ **Before the Interview – Preparation.**

- ✓ Research the company (What do they do? Values? Mission?)
- ✓ Study the job description (Required skills and responsibilities).
- ✓ Prepare your CV and Cover Letter
- ✓ Think about your strengths and achievements
- ✓ Prepare answers to common questions
- ✓ Plan your outfit – dress professionally
- ✓ Prepare questions to ask the employer

 STAR Technique

For behavioral questions (e.g. "Tell me about a time when..."), use **STAR**:

- **S – Situation:** Explain the context
- **T – Task:** What was your responsibility?
- **A – Action:** What did you do?
- **R – Result:** What was the outcome?

 Example:

"Tell me about a time you solved a problem."

- **S:** Our sales dropped last quarter
- **T:** I had to find out why
- **A:** I analyzed customer feedback and improved the product
- **R:** Sales increased 15% next quarter

Professional Communication and Email Writing

Objectives

- Understand professional communication in the workplace
- Learn email structure and etiquette
- Avoid common mistakes
- Practice writing clear, polite, effective emails

What is Professional Communication?

Clear, polite, respectful, purposeful

Formal or semi-formal tone

Essential for the workplace

Builds trust, avoids misunderstanding

Examples of Professional Communication

- Emails
- Reports
- Meetings
- Calls
- Video conferences
- Messaging apps at work

Why is Email Important?

- Used daily in business
- Creates a written record
- Fast and convenient
- Formal or semi-formal
- Shows professionalism

Common Uses for Email

- Sending information
- Making requests
- Confirming meetings
- Applying for jobs
- Following up
- Handling complaints

Parts of a Professional Email

1. Subject Line
2. Greeting
3. Opening Sentence
4. Body
5. Closing Sentence
6. Sign-off
7. Signature

1- Subject Line

- Clear and specific
- Example: Request for Meeting on Friday

2- Greeting

- Dear Mr. Smith,
- Dear Hiring Manager,
- Dear Sir/Madam
- Hello Team,

3- Opening Sentence

- I hope this email finds you well.
- Thank you for your message.

4- Body

- Short, clear paragraphs
- Main point first
- Polite language
- Professional tone

5- Closing Sentence

- Please let me know if you need more details.
- I look forward to your response.

6- Sign-off

- Best regards
- Kind regards
- Sincerely

7- Signature

- Your name
- Title (if needed)
- Contact information

Example Email

Subject: Meeting Request for Friday

Dear Mr. Ahmed,

I hope this email finds you well. I am writing to request a meeting on Friday to discuss the marketing plan.

Please let me know if 10:00 a.m. is convenient, or suggest another time.

I look forward to your reply.

Best regards,

Mohamed Saleh

Common Email Mistakes

- No subject line
- Casual language (Hey man)
- Spelling/grammar errors
- ALL CAPS (shouting)
- Long, unbroken paragraphs
- No greeting or closing

Bad Email Example

hey ahmed

i need meeting tomorrow tell me if ok

thanks

Corrected Version

Subject: Meeting Request

Dear Ahmed,

I hope you are well. I would like to arrange a meeting tomorrow.

Please let me know if that works for you.

Best regards,

Mohamed

Polite Language

- I want → I would like
- Send me that → Could you please send me that?
- I need it now → Would it be possible to get it today?
- Tell me → Could you let me know
- Thanks → Thank you / Best regards

Activity: Politeness Practice

Rewrite these informal phrases in professional language.

I want the report → I would like the report

Send me the file → Could you please send me the file?

STAR Technique (Optional)

- Situation
- Task
- Action
- Result
- **Use STAR to explain achievements clearly in emails**

STAR Example in Email

Last month, I worked on the marketing report (S).

My task was to complete it in 3 days (T).

I created a new template and organized the data quickly (A).

We delivered it early and impressed the client (R).

Writing Activity

- Write an email to your manager requesting time off for a personal reason.
- Use professional structure and tone.

Wrap-Up Discussion

- Why is professional email important?
- What can happen if you write a bad email?
- What will you do differently next time?
- Key Takeaways:
 - - Be clear and polite
 - - Use professional tone
 - - Check for errors
 - - Think about your reader



Thank You

