

NAPAHE Conference
January 18-20, 2024

PROFESSIONALISM: THE FACE OF THE OFFICE

Presented by:

Cherice Granger, Executive Assistant to the President,
SUNY Plattsburgh

&

Emily King, Executive Assistant to the President,
Washington and Lee University



EMAIL ETIQUETTE

- Say What You Mean, and Mean What You Say!
 - Be authentic in your communication
 - Ask yourself before sending.... Is what I wrote what I actually meant?
 - Clear writing is clear thinking
 - “The single biggest problem in communication is the illusion that it has taken place.” – George Bernard Shaw

PARAPHRASING AND CONFIDENTIALITY? BE CAREFUL!

- Be especially careful in paraphrasing your boss!
- Words and phrasing matter – pay attention to nuance
- If you know something, “don’t” say something; confidentiality is key

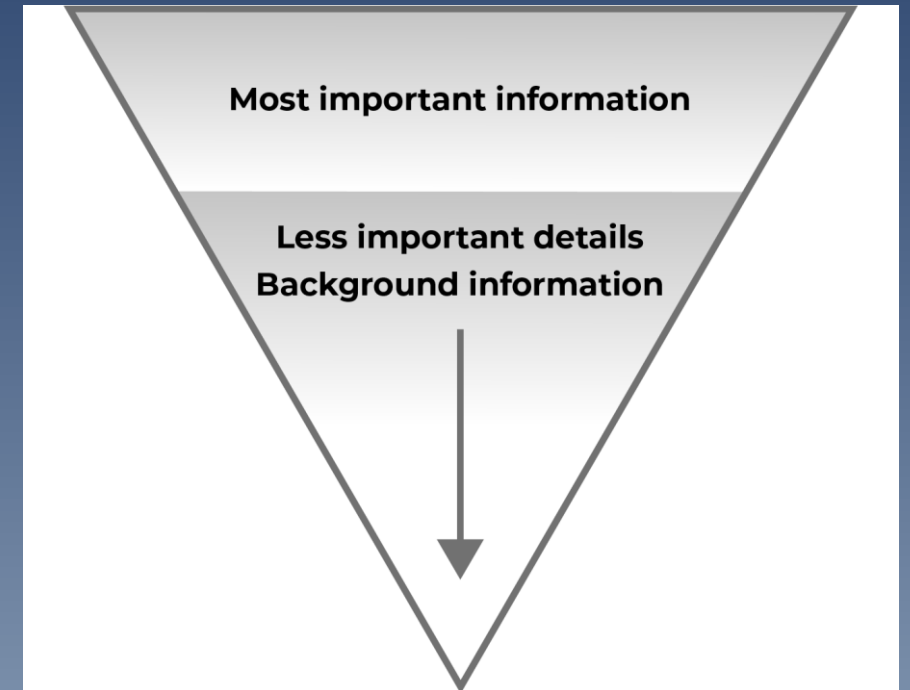
PARAPHRASING? BE CAREFUL!

- Be especially careful in paraphrasing your boss!
- Words and phrasing matter – pay attention to nuance
- Stick with what is truthful, and be tactful and firm



WRITING MECHANICS

- Clear, unambiguous subject line
- State the purpose of your email upfront – the inverted pyramid



WRITING MECHANICS

- Clear, unambiguous subject line
- State the purpose of your email upfront – the inverted pyramid
- If action is required, please clearly say so!
 - Example: “2025 Reunion Committee – please respond to Doodle by 1/25/24”
- Use clear headers and sub headers if you are conveying a lot of information
- Work hack: Email signatures!

EMPATHY, KINDNESS, AND CONSIDERATION

- Pet peeve for many – not adding a pleasantry
- Consider the timing of your email
- Going on CTO? Let your contacts know (in advance)!
- Helpful information (without breaching confidence)
 - Example: Chairperson of Trustees is visiting with the President next Friday?
Let others in your building know!

PROFESSIONALISM: THE FACE OF THE OFFICE

- Recognize the power of your position and that of your office
- Make your office welcoming and friendly, but not “like home”. You want people to feel comfortable, but not enough so they take away from urgent tasks.
- Always assume good intentions. People are trying their best
- Act as a “Gatekeeper”. Screen calls and visitors, gathering as much information as possible to relay to your boss. If it’s something you can handle, do so. If not, pass along to your boss with clear and concise intentions. Use both of your time productively.

MODELING PROFESSIONALISM

- Arrive on-time
- Dress the part: Exude confidence and competence
- Maintain a positive attitude
- Seek professional development (attend meetings and conferences, take classes, offer mentoring opportunities to students)
- Practice ethical and trustworthy behaviors



Q&A

Thank you!