**F&K Brands**



Electronic Mail Code of Conduct

**Manners matter**

**Others have feelings**

**Share honestly**

**Mind your words**

As the leader in the maternity apparel and accessories industry,

**F&K’s business is all about moms.**

From product development to advertising campaigns, our priority is to create the best experience for our customers and their newborns.

Serving our moms does not begin and end with developing and producing brilliant products. Rather, all aspects of our business provide value to our customers.

Therefore, our internal email communication should be treated with the same care and diligence as all of our business activities.

That’s why we’ve developed four core principles every F&K employee is expected to know and follow in every form of communication, especially email:

**M**anners Matter, **O**thers Have Feelings, **M**ind Your Words, and **S**hare Openly.

**M**anners **M**atter

*It’s about respect.*

If you would not email a customer something you are about to email a colleague,

do not send it.

Adhere to the following “Respect Rules” when drafting emails:

* Capitalization and fonts in **bold** should never be used negatively. Do not capitalize or bold words to -
* Assert authority.
* Communicate a forceful tone.
* Communicate shouting.
* Never accuse or blame a colleague.
  + Inquire about the problem rather than making a wrong conclusion.
* Do not assume anything. This includes not assuming –
  + A colleagueunderstands what your email is referencing.
  + The email recipient’s availability.
* Ask the email recipient’s opinion when communicating suggestions and ideas. Examples include the following*:*
  + “What do you think about this proposal?”
  + “Is it okay if our meeting centers on the advertising campaign?”
* Edit your emails. Proper punctuation and grammar communicate respect for the email recipient.
* Spend one minute to EDIT and then send.
* Use periods, question marks, and explanation points correctly.
* Ensure subjects and verbs agree, avoid sentence fragments, and correct spelling and capitalization errors.

Communicate with colleagues as if they are customers

*Imagine you received the following email from a coworker:*

Date: September 10, 2011

From: Joe Smith

To: Tory Jones

Subject: MEETING

Since **YOU** wont meat EITHER day next weak, we can meet tomorrow. **WHEN ARE WE GOING TO SCHDULE THE MEETING! EMAIL ME IMMEDIATELY -** We were SUPPOSED to mail the campaign ideas YESTERDAY!

**Answer the following multiple-choice question:**

Why is this email disrespectful according to F&K’s “Respect Rules”?

1. Words are capitalized and in bold to communicate shouting.
2. The author assumes the recipient’s availability.
3. The author assumes the recipient understands the meeting’s purpose.
4. The author fails to consider the recipient’s opinion about the meeting.
5. The email contains spelling and punctuation errors (“wont,” “meat,” “schdule”).
6. **All of the above.**

*Editing the imaginary email you received according to*

*F&K’s* “Respect Rules”:

Date: September 10, 2011

From: Joe Smith

To: Tory Jones

Subject: MEETING

Since next week is not convenient for us to discuss the new advertising campaign, I was hoping we could meet tomorrow. Does meeting tomorrow from 3:00 to 4:00 in the Conference Room sound okay? If not, I am also available from 1:00 to 2:00. Let me know as soon as you can, as the campaign ideas were due yesterday.

Thanks,

Joe Smith

* The email does not contain accusations or assumptions.
* The author offers a specific location and time for the meeting.
* The email does not contain spelling or grammatical errors.

Which type of email would you prefer to receive?

Which type of email do you think would lead to the greatest productivity?

The latter one!

**Remember these examples when drafting emails.**

**O**thers **h**ave **f**eelings

*It’s about empathy.*

*Why are our customers willing to provide us with regular, penetrating insights?*

They’re willing because we are always open to their suggestions and understand their unique perspectives. Even when we do not turn customers’ ideas into new products, customers continue to propose products because we are kind and encouraging.

**Imagine if we treated colleagues’ ideas with this same attitude.**

Follow these “Empathy Tips” when drafting emails:

**Tip 1:** *The Golden Rule:* Email others the way you want to be emailed.

**Tip 2:** Be open to other’s ideas and opinions.Never dismiss an internal email

until you have read the whole message.

**Tip 3:** Try to place yourself in your colleague’s shoes to understand why

your colleague came up with a suggestion.

**Tip 4:** If it is necessary to disagree with a colleague via email, consider your

words and how they will affect your colleague. Mention something

positive about his or her suggestion.

Respond to colleagues’ ideas as if they are customers’ ideas.

**M**ind **y**our **w**ords

*It’s about integrity.*

F&K’s success depends upon customers’ trusting that our company will provide them with safe, high quality products. Our success also depends on colleagues trust in one another.

**Integrity is what inspires trust.**

Remember these “Integrity Tips” when composing emails

* Always represent yourself and the company in the same way you present yourself to customers.
* Emails never disappear. Be sure to take the same care with emails that you take with all of your great ideas.
* It’s not just your reputation on the line, it’s the company’s reputation on the line.
* Do not cc any colleagues who are not involved in the email conversation. In order to build trust at F&K, colleagues must trust that their emails will not be unnecessarily forwarded.

*Imagine your email is an idea for a product you must present or an advertisement of yourself that you are presenting to your colleagues.*

*Would you be proud of your email walking down the electronic runway?*

***Ask yourself this question every time you send an email.***

Your email is a product that you produce, so make sure you’d be happy with it being on the runway!

**S**hare **h**onestly

*It’s about open communication.*

Customers depend upon us to be honest, open, and clear in our advertising. Colleagues, too, must be honest, open, and clear with one another about product ideas and campaigns.

Follow these “Honesty Rules” when composing emails:

* Email is not the forum to express your feelings. If an issue arises, it will be handled face-to-face.
  + Do not include content in an email that you would not be comfortable communicating face-to-face.
* Avoid confusion in your emails. Be clear.
  + Avoid using italics when unnecessary. Example: Are *you* going to the meeting….
* Be professional. Remember, your colleagues do not know your tone in email communication.
  + Do not use sarcasm.
  + Do not use smiley faces or other graphics.

Honesty is the best policy.

F&K’s Email Code of Conduct is binding for all employees.

Do not let improper and unprofessional communication continue to affect our productivity and morale.

Remember, a good idea can become a great idea when everyone works together and follows the ***values*** of our company –

**Respect**  **Empathy**  **Integrity**  **Honest Communication**

Email communication should always reflect these values.

Always remember, it’s all about the **MOMS.**

