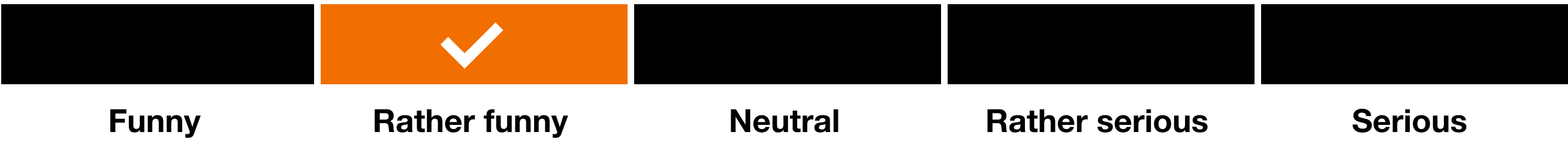
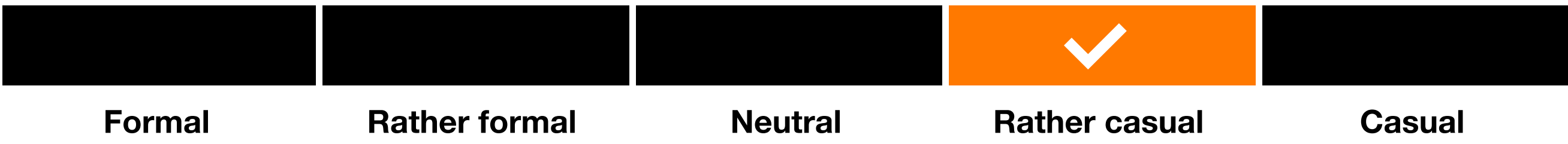


Tone of voice

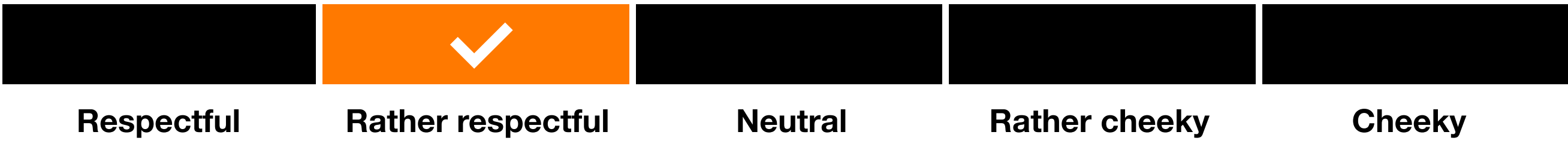
Humour



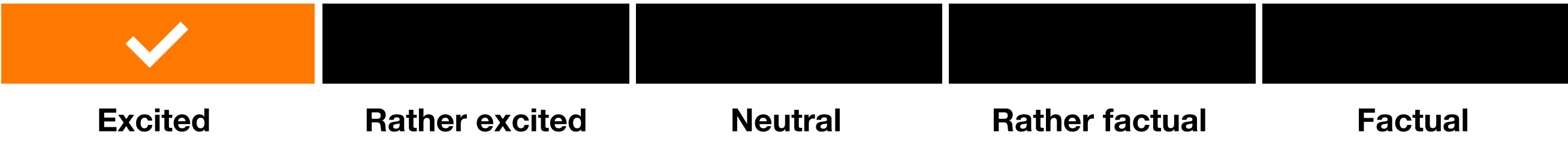
Formality



Respect



Enthusiasm



Key words

Caring, enthusiastic, trustworthy, friendly, frank, passionate, professmative/infossional, upbeat.

✓ DO

- Do behave as “older brother”.
- Do assume that you know people you're talking to.
- Do foresee how people act.
- Do help.
- Do fulfill promises.
- Do make nice and light jokes.
- Do behave optimistic.
- Do search WIN-WIN solutions.
- Do communicate if something is wrong.

✗ DON'T

- Don't be annoying.
- Don't abuse ignorance.
- Don't phase in.
- Don't force people to remember everything.
- Don't force people to repeat them self.
- Don't assume people understand things in the way you do.
- Don't say too much information.