Effective Email Outreach
Outreach by Mail is SO HARD!!
General Best Practices

DISC Behavioral Model
Hey fellow librarian!

I know you're super busy. There's been a bunch of new updates in the emotional support antelope project. We've secured a number of new antelopes but they seem unusually resistant to supporting the department, emotionally. The team thinks they may have had an unpleasant experience on the way to the library so we've brainstormed a few ways we can connect with them on an human-antelope level and possibly gain an understanding of where they're coming from. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

We need to make a decision on the antelope project. Please respond to the team with your antelope thoughts by next Wednesday 4/14, thanks.
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Effective Subject Lines
Draft genome sequence of the Tibetan antelope

Ri-Li Ge¹, Qingle Cai², Yong-Yi Shen³,⁴, A San², Lan Ma¹, Yong Zhang², Xin Yi², Yan Chen², Lingfeng Yang², Ying Huang², Rongjun He², Yuanyuan Hu², Meirong Hao², Yue Li², Bo Wang², Xiaohua Ou², Jiaohui Xu², Yongfeng Zhang², Kui Wu², Chunyu Geng², Weiping Zhou³, Taicheng Zhou³, David M. Irwin⁵, Yingzhong Yang¹, Liu Ying⁶, Haihua Bao⁶, Jaebum Kim⁷,⁸, Denis M. Larkin⁹, Jian Ma⁷,¹⁰, Harris A. Lewin¹¹, Jinchuan Xing¹², Roy N. Platt II¹³, David A. Ray¹³, Loretta Auvil¹⁴, Boris Capitanu¹⁴, Xiufeng Zhang¹⁵, Guojie Zhang², Robert W. Murphy³,¹⁶, Jun Wang²,¹⁷,¹⁸, Ya-Ping Zhang³ & Jian Wang²

The Tibetan antelope (Pantholops hodgsonii) is endemic to the extremely inhospitable high-altitude environment of the Qinghai-Tibetan Plateau, a region that has a low partial pressure of oxygen and high ultraviolet radiation. Here we generate a draft genome of this artiodactyl and use it to detect the potential genetic bases of highland adaptation. Compared with other plain-dwelling mammals, the genome of the Tibetan antelope shows signals of adaptive evolution and gene-family expansion in genes associated with energy metabolism and oxygen transmission. Both the highland American pika, and the Tibetan antelope have signals of
We need to make a decision on the antelope project. Please respond to the team with your antelope thoughts by next Wednesday 4/14, thanks. Details below:

Relevant Attachment Details: Page 6

"The clusters with higher enrichment scores consisted of subgroups with higher significance values, and, thus, these clusters provided an integrated view of the more significantly enriched or over-represented gene functional categories within each dN/dS bin. The enrichment score for each annotation cluster was based on the geometric mean of the P-values of the cluster's assorted annotations."

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There's been a bunch of new updates in the emotional support antelope project. We've secured a number of new antelopes, but they seem unusually resistant to being painted. Despite their apparent compliance, they are evasive and evasive. This makes it difficult to observe their emotional states. We're still gathering data and making progress on understanding this behavior. We're confident we'll eventually gain an in-depth understanding of their emotional responses.

The team thinks they may have had an unpleasant experience on the way to the library so we're brainstorming a few ways we can connect with them on an emotional level and possibly gain an in-depth understanding of their emotional states.
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Khyle Hannan
Entrepreneurship Librarian
Northeastern University
FW: Here Be Dragons
Did you know that the library can help you with your classes? Did you know that we teach? That we work with students, staff and faculty? That the library is a bundle of pure awesomeness??

Hi Juanita -

I hope you had a great summer. I’ve been “Zooming” around myself! I’m happy to come to your classes to demo how to use our new database. We’ll be teaching students Zotero and Endnote every Tuesday and Thursday, this semester. Let’s grab a virtual coffee sometime! Talk to you soon.

Khyle Hannan
Entrepreneurship Librarian
Northeastern University
404-353-0983
Schedule an appointment
Schedule a class
The Dreaded “Reply All”
Hi –

I hope your weekend was lovely! I wanted to introduce you to our new graduate assistant Darryl. He’ll be teaching several sections of ENG 1001 this semester.

Khyle Hannan
Entrepreneurship Librarian
Northeastern University
404-353-0963
Schedule an appointment
Schedule a class

It’s great to hear from you! Thanks for the introduction, moving you to BCC to spare your inbox 😊.

Hi Darryl, it’s nice to meet you. I look forward to working together. How many sections of ENG 1001 are you teaching?

-Khyle

From: Hannan, Khyle <k.hannan@northeastern.edu>
Sent: Sunday, August 30, 2020 4:21 PM
To: Hannan, Khyle <k.hannan@northeastern.edu>
Subject: e - Introduction

Hi –

I hope your weekend was lovely! I wanted to introduce you to our new graduate assistant Darryl. He’ll be teaching several sections of ENG 1001 this semester.
Events – iCal Files
khyle hannan
Calvin & Hobbes Librarian
Bill Watterson Library
Next Step: **Level Up!**
Do you write a salutation at the beginning of your emails? (e.g., "Hello Brianna")

Yes

No
At the end of an email conversation you get one additional mail that just expresses appreciation (e.g., "Thanks for your help."). How do you feel about this?

I'm happy that they took the time to express appreciation for my hard work.

It's nice but if they hadn't sent it, that would be fine too.

That's just one more email clogging up my inbox.
You're starting a collaborative project with a colleague. How would you like to begin?

Your colleague sends you an email with project details and then schedules a future meeting for discussion.

Your colleague drops by your office to discuss the project and then follows-up with an email clarifying the details.
Super-duper, Advanced, Ninja-esque Communication Skills
DISC Behavioral Model

- **Outgoing**
  - Dominance
  - Results
  - Direct
  - Competitive
  - Influence
  - Enthusiasm
  - Friendly
  - Optimistic

- **Task Oriented**
  - Compliance
  - Accurate
  - Cautious
  - Contemplative

- **People Oriented**
  - Steadiness
  - Sincerity
  - Patient
  - Modest

- **Reserved**

**DISC Behavioral Model**
9 PERSONS 1000KG
OR
1 HORSE
5,050 BANANAS
6,666 HENS EGGS
2,941 PIGEONS
88 HADDUCK
10,526 POUND COINS
### Domination

**Those with high scores see themselves as:** Goal-oriented | Quick decision-makers | Efficient | Willing to make hard choices

**Others may see them as:** Impatient | Inconsiderate | Bossy | Uncaring

### Influence

**Those with high scores see themselves as:** Energetic | People-focused | Interested in novelty/new things | Fun

**Others may see them as:** Overexcited | Full of ideas but lacking follow-through | Socializing too much | Unfocused

### Steadiness

**Those with high scores see themselves as:** Patient | Calm | Sensitive | Caring

**Others may see them as:** Passive | Afraid of conflict | Indecisive | Slow to act

### Compliance

**Those with high scores see themselves as:** Accurate | Producing high-quality work | Detail-oriented | Dependable

**Others may see them as:** Inflexible | Cold | Rigid | Perfectionistic

---

**How to improve communication with:**

<table>
<thead>
<tr>
<th>I &amp; S</th>
<th>D</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smiling</td>
<td>Keep small talk to 5 minutes or less</td>
<td>Avoid interrupt</td>
</tr>
<tr>
<td>Smiling</td>
<td>Watch conversation partner for one-word answers that signal they want to start talking about work</td>
<td>Keep emails brief and without attachments</td>
</tr>
<tr>
<td>Smiling</td>
<td>Ask questions about them (how are you? How was your weekend?)</td>
<td>Don’t make last-minute changes</td>
</tr>
</tbody>
</table>

**How to improve communication with:**

<table>
<thead>
<tr>
<th>S &amp; D</th>
<th>I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speak-up so your opinion is included in decisions</td>
<td>Be willing to accept 80% accuracy rather than insisting on 100%</td>
</tr>
<tr>
<td>Make a single firm statement of opinion without addressing competing factors (example: I think we should choose option A)</td>
<td>Be willing to move at a faster pace than you’re comfortable with</td>
</tr>
<tr>
<td>Keep small talk brief</td>
<td>Watch partner for one-word answers</td>
</tr>
<tr>
<td>Watch partner for one-word answers</td>
<td>Understand they prefer to work alone</td>
</tr>
</tbody>
</table>

**Others may see them as:**

<table>
<thead>
<tr>
<th>I</th>
<th>S</th>
</tr>
</thead>
<tbody>
<tr>
<td>Express sincere appreciation for their hard work</td>
<td>Greet the person</td>
</tr>
</tbody>
</table>
Look for Clues
Clues Everywhere!

Do they have a picture on their directory/address book? If so, is it a pic of them or a pic of something else (book, etc.)?

What are their research interests?

Do you see pics of pets?

Do they have a bio with accomplishments/projects/publications/etc. on their staff page?

Are their emails long? Short? A single word? Five attachments?

Do they tell jokes?

Do they have an email away message? Does it have a lot of detail? Do they forget to turn off the away message?

Do they have a LinkedIn page?
Good morning –

I hope you had a nice weekend and your trip to the beach was very rejuvenating. I wanted to let you know that the department missed our deadline for the Antelope Project. I understand that you’ve been under a lot of pressure with competing projects. Would it be okay if we worked together to develop a plan to prevent this from happening in the future? Let me know if you’re comfortable with this idea.

Faithfully,

Your Boss
Good morning —

I hope you had a nice weekend and your trip to the beach was very rejuvenating. I wanted to let you know that the department missed our deadline for the Antelope Project. I understand that you’ve been under a lot of pressure with competing projects. Would it be okay if we worked together to develop a plan to prevent this from happening in the future? Let me know if you’re comfortable with this idea.

Faithfully,

Your Boss

Which type in DISC do you think the writer has the highest percentage in?

- Dominance A
- Influence B
- Steadiness C
- Compliance D
We missed the project deadline. Please create a plan to prevent this from happening in the future.

-Boss
Which type in DISC do you think the author has the highest percentage in?

- Dominance
- Influence
- Steadiness
- Compliance

We missed the project deadline. Please create a plan to prevent this from happening in the future.

-Boss
What up!!

Went cruising to the beach this weekend, it was so AWESOME 😊! I have bad news though. We missed our deadline for the antelope project 😞. I thought we had it I really did but we missed. We were so close! I know we can do this. I have an idea let's all of us go out to lunch today grab some mozzarella sticks and figure this whole thing out. Sound like a plan?

-boss (text me whenever)

P.S. Found this awesome antelope joke!!

An antelope and a lion are star crossed lovers
One day, the antelope decides they should take it to the next level
Antelope: let's run away and get married, Lion!
Lion: I cantaloupe
Which type in DISC do you feel the author has the highest percentage in?

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Lion: I cantaloupe
Dear Employee –

As you are no doubt aware, the department missed our deadline on Project A.23/Q4 colloquially referred to as the “Antelope Project”. This is understandably concerning. I have conducted a thorough analysis of the project including all the relevant data. To prevent this from happening in the future I am creating two sub-committees. Their goal is to each devise three scenarios in which we avoid our past mistakes and meet our pre-arranged deadline.

You are assigned to sub-committee B. I have attached all of the relevant data. I expect both sub-committees to submit their findings in two-weeks time. In addition, please send me a progress update email every 3rd day. Please limit your allotted time in the library commissary until you have completed your assigned function.

- Dr. Boss Ph.D., MBA, RN, MD, BS, MS
Which type in DISC do you feel the writer has the highest percentage in?

- Dominance
- Influence
- Steadiness
- Compliance
A funny thing happened on the way to my diploma,

Gladden, Craig A

Note: This is not the actual book cover

Graduation
Too Full Calendar Solutions - Back To Back Meetings, Part 1

01 Mar 2015

Our guidance on how to regain control of a calendar that is regularly full of back to back meetings.

Many managers and professionals complain that their schedules are nothing but back to back meetings. The phenomenon makes achieving one’s own objectives harder. How can we become more effective dealing with this challenge to our productivity? Make some simple changes.

How To Ask For A Raise: Researching Comparable Pay

03 Apr 2014

Our guidance on how to research comparable pay.

How To Build A Relationship When You’re Too Far Away For Lunch

17 Jan 2020

Our guidance on building relationships when working remotely or with remote team members.

Dealing With Colleagues Who Don’t Pull Their Weight

30 Oct 2009

This cast helps you deal with co-workers who are not ‘pulling their weight’.

How To Get Through Your Email In 30 Minutes

02 Jan 2020

Our guidance on how to get your email done in 30 minutes.

Bad Boss #1 - The Angry and Demeaning Boss, Part 1

20 Feb 2009

This cast explains how to work with an angry and demeaning boss.