

# Ping82.com Lesson #1

## How to use Ping82 Correctly



Copyright 2008 Ping82.com

*Arthur Lo, Ping82.com*

# Ping82 understands . . . . .

---

*Majority of mistakes in the workplace  
are a direct result of poor communication . . .*

# What have we done to ourselves?

---

“Information management and communication delivery”

Electronic Communication has become a whirlwind of frustration.

We have deployed technology without really knowing how to manage the risks properly

# Ping82 understands . . . . .

---

The risk of misunderstanding and misplacing information are increasing exponentially with Email and Instant Messaging



# Clarity is Critical

---

## **Communication Gap:**

Lost Messages  
Forgotten Messages  
Misunderstanding

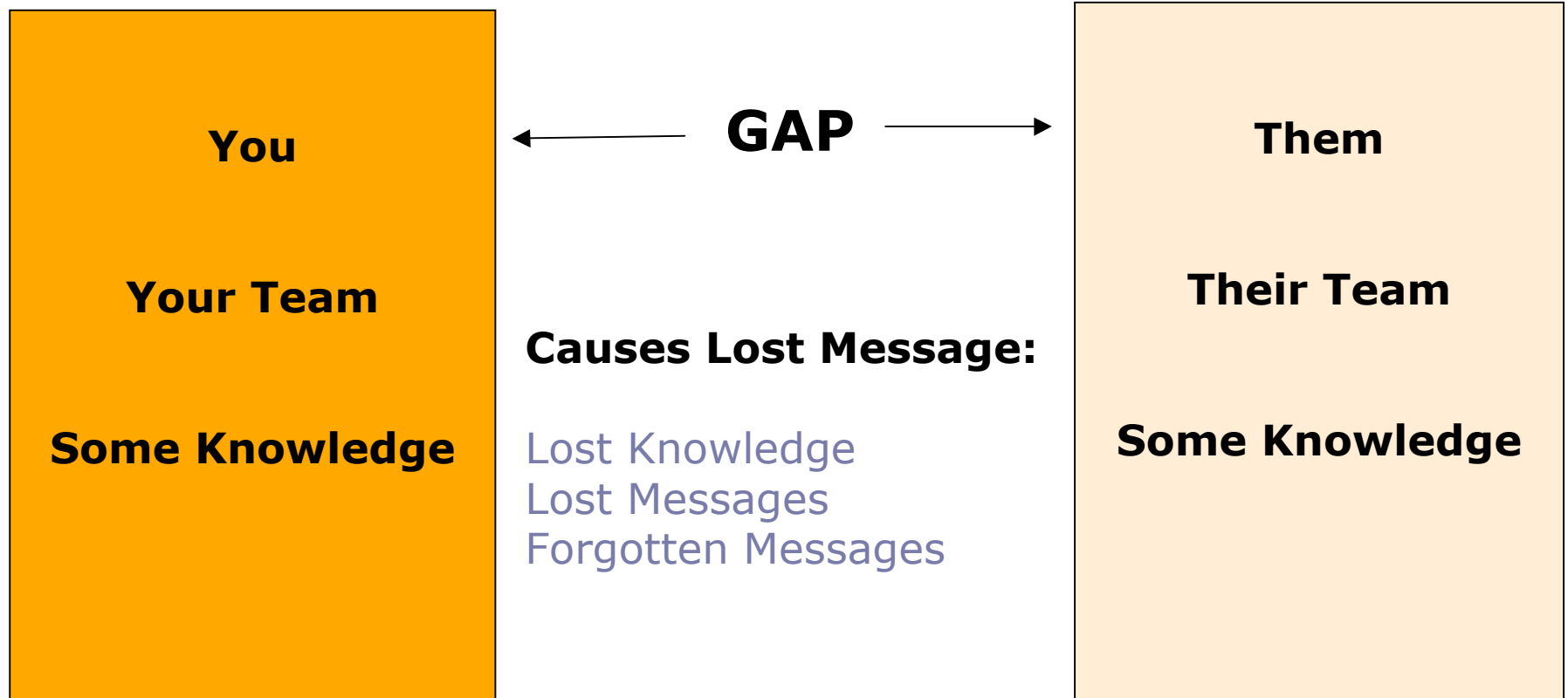
*(Normally a large gap)*

**What is Sent**

**What is received**

# The Communication Gap

---



# Ping82 understands the “Basic Communication Principles”

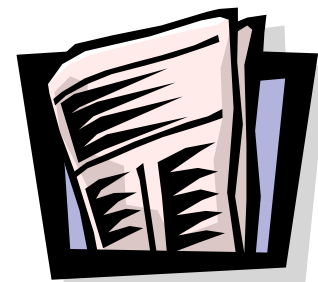
---

- Everything we do starts with communication
- The outcome is determined by your effectiveness in communicating
- The effectiveness of message delivery affects the way message is received

# Causes of Communication Difficulties:

---

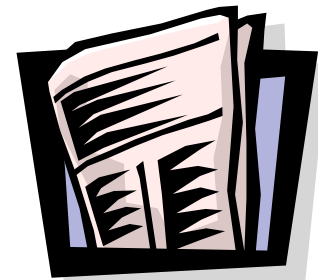
- ❑ Lack of information and knowledge
- ❑ Not explaining priorities or goals properly
- ❑ Assuming the other person knows
- ❑ Communication style is flawed and outdated
- ❑ Usage of Email format as the only business communication tools is outdated



# Communication failures can cause . . . .

---

- ❑ Loss of time
- ❑ Lost of business
- ❑ Mistakes, inefficiencies
- ❑ Lowered productivity
- ❑ Poor coordination and cooperation
- ❑ Lost of team spirit
- ❑ Misunderstanding

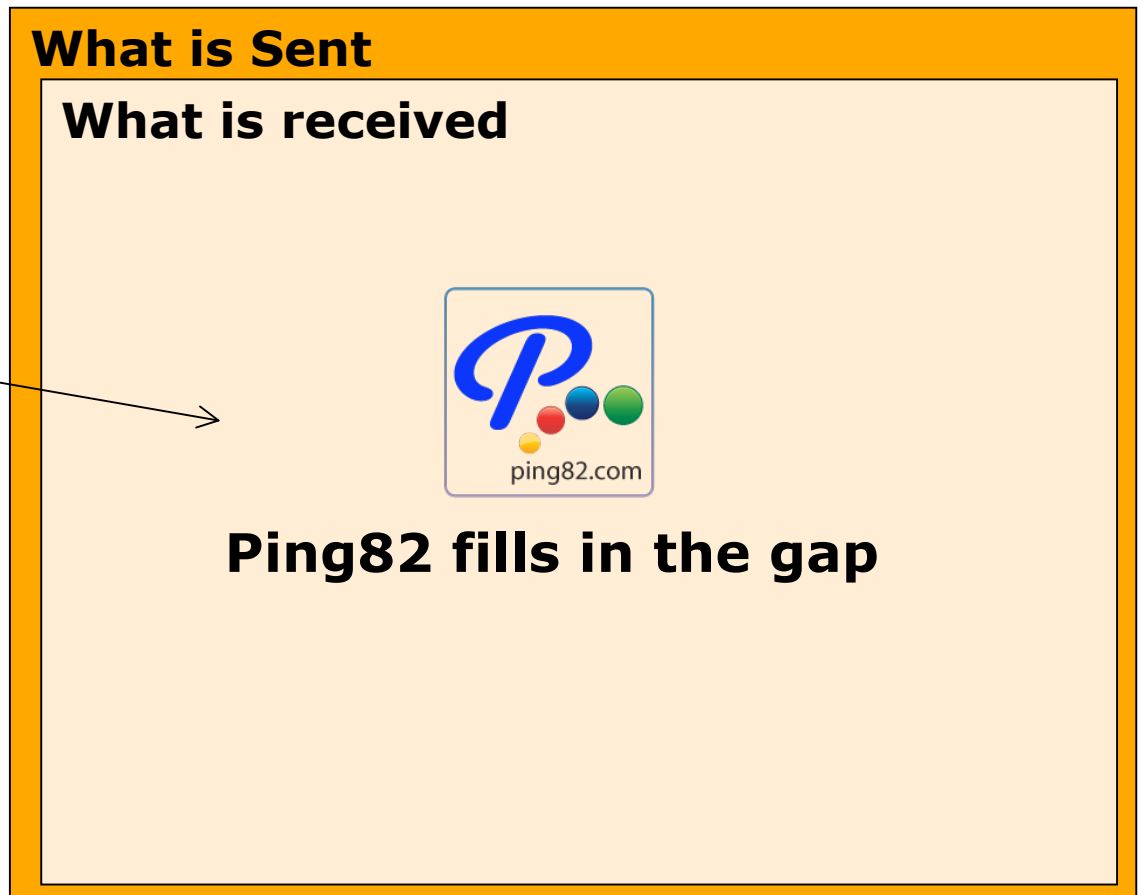


# Filling The Communication Gap

---

Filling The  
Communication Gap:

**Ping82.com eliminates  
common problems**



# Bridging The Communication Gap

## **Ping82.com**

Communication Bridge  
Communication Glue  
Enterprise Glue



## **Prevents:**

Lost Knowledge  
Lost Messages  
Forgotten Messages

**You**

**Your Team**

**Some Knowledge**

**Them**

**Their Team**

**Some Knowledge**



# Be understood at a glance

---

## Common problems in email: Useless subject lines.

**For your review**

*Important*

**Please read**

*James, Info for you*

**Thank You**

*Follow Up*

**Hi Sandy**

*By the way*

**FYI**

# Example of a good “issue” title

---

**This is how an issue should be titled in Ping82.com**

Review Acme Inc. Presentation

Breakdown cost for Yamamoto Installation

Scan Floorplans for 427 Main Street.

Analyze failure of DPS24 Power Supply Circuit

Respond to RFP #83773

# Don't Mix Subjects

---

## One issue per subject...

No more “Oh yeah, what about this non-related issue”?

Stay on topic

# Keep on Topic!

---

Height, Elevation, Width, Angle,  
Degrees, Temperature,  
Viscosity, Flamability, Fruit,  
Strength, Tensile, Leveling,  
Boring, Materials, Analysis,  
Schematic, Floor Plans,  
Plumbing

How do you  
expect to find fruit  
in the future?  
You probably  
won't and the  
information is lost  
forever

# Clearly separate issues

---

Issue #1: Make a proposal for ABC Systems

**Done!**

Issue #2: Provide signature for Joe Whitcomb.

**Done!**

Issue #3: Haircut for Fido

**Done!**

Issue #4: Flight to Miami on October 15<sup>th</sup>.

**Done!**

# Create Sub-issues

---

**Car Design** (main Issue)

Engine Design (sub issue)

Audio System Design (sub issue)

Interior Design (sub issue)

Exterior Paint Color (sub issue)

# No Multiuse Issues: One goal per issue

---

## **Example of a Bad Issue ( Subject Title)**

Can you make me a proposal for ABC Systems?  
Also I need the faxed signature for Joe Whitcomb.  
And if you have time, please give Fido a haircut.  
Finally please schedule a flight for me to Miami.

## **How do you feel when you see that complex request?**

Feel **overwhelmed**? Don't know where to start? Do they always **forget** one thing or another?

# Tag it for future locatability

---

## **Review Acme Inc. Presentation**

acme, marketing, sales

## **Breakdown cost for Yamamoto Installation**

yamamoto, costing, japan

## **Scan Floorplans for 427 Main Street.**

design, san diego, floorplans, scans

## **Analyze failure of DPS24 Power Supply Circuit**

dps24, failure, power supply

## **Respond to RFP #83773**

rfp, texas, pending

# How to be ineffective

---

From: Me

To: Joe, Jane, Betty,  
Bob

Hey can someone do  
this?

Can anybody help?

What do you think?

With this  
format, **Nobody**  
is responsible!

# It wasn't my fault...

---

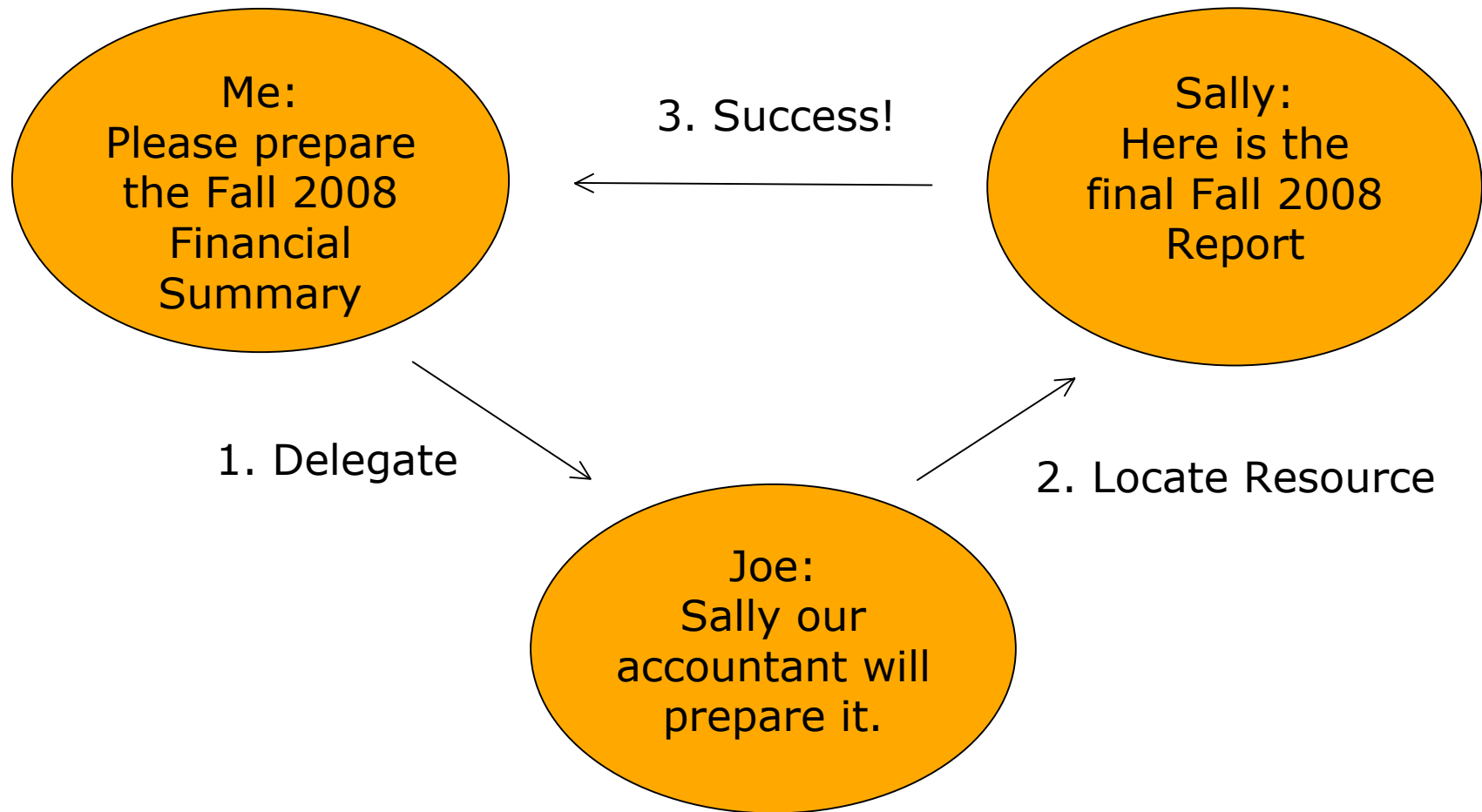
**Common excuse why things not getting done**

**I thought  
you were  
going to  
do it . . .**

**But you  
had more  
time than  
me...**

# Delegating Responsibility

---



# Ping82.com - Action Oriented

---

**Think in terms of what you are trying  
to accomplish.**



**Future of all Business Communication**



# Ping82.com Streamlined Communication

---

*Only what's relevant . . . .  
nothing that's not*



**Ping82.com - More than mere technology. Results.**



# Questions?

---

USA

**Arthur Lo**

Admin.Ping82@gmail.com

China

**Kelvin Lee**

Sales.Ping82@gmail.com

