

## TLP Five-Minute Read Over Coffee – Writing a festive message

💡 Why not take some time to wish your colleague, customer or supplier - a good festive season? It might be warmer and more positive to simply pick up the phone! But if like me, some of your clients can be very hard to reach on the phone, 😊 - consider the points below in writing a festive email.

What can make this powerful is taking the time to give thanks for 2022 and also to state a positive intention for 2023. It is really easy to forget to do this as we all 'run low on energy' at this time of the year.

General point: I recommend talking about the festive period and not Christmas. Lots of people I work with don't celebrate Christmas so the word 'festive period' is much more inclusive.

### **A model for you:**

Hi Parveen,

I would like to take this opportunity to thank you for your collaboration this year. I have really appreciated your contributions to the .../I have really valued your input into the.../Thank you for your responsiveness and flexibility in this challenging period. I look forward to continuing our partnership/to continuing to work closely together over the next year.

I wish you a relaxing festive period and really good start to 2023.

Best wishes

Toby

💡 Some simple principles underpinning the email above:

- 1) Keep the style warm and light. Don't write too much. Give thanks and appreciation for the year 'gone by'(that is coming to an end).
- 2) Start with 'Dear' or 'Hi' depending on your sense of formality/context.
- 3) Say something positive about your continued collaboration for 2023.
- 4) It might be you want to refer to the fact it was a tough year, for example,

in relation to supply chain issues/the cost of living crisis. A nice phrase is 'despite the challenges we have faced', or 'in this challenging period'. 'Challenging' is a cool expression because it clearly refers to a difficult period but does not make the audience feel too heavy.

5) Don't assume too much. I have good relationships with my clients, but with some of them, I don't know their personal context. I like to focus my wishes simply on the person and not to make any assumptions about their family situation.

6) Finish with 'Best wishes'. This can be used both formally and semi-formally. It is warm and professional and I really recommend using it at this time of the year!

Power for the day.

Toby

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