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| Id | Source | Target |
| [Screen 1](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=1_C_2) [1\_C\_2](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=1_C_2)  | In today’s business environment, where people are connected globally 24/7, communication is more important than ever.This course will explain some simple steps we can all take to communicate ethically, responsibly, and professionally. | 在当今的商务环境中，人们时时刻刻都在进行着全球范围的通讯活动，有效沟通前所未有地重要起来。本课程将介绍我们都可以遵循的几个简单步骤，实现符合道德、负责任且专业的沟通。 |
| [Screen 2](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=2_C_3) [2\_C\_3](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=2_C_3)  | Upon completion of this course, you will be able to:* Use clear, precise, unambiguous language in business communications;
* Regulate your tone and emotions to avoid misunderstandings;
* Select the most appropriate channel for your message; and
* Know where to go for help and support.

This course will take approximately 35-40 minutes to complete. | 完成本课程后，您将能够：* 在商务沟通中使用清晰、准确、明确的语言；
* 调节自己的语气和情绪，避免误解；
* 为自己的信息选择最合适的渠道；以及
* 了解寻求帮助和支持的途径。

完成本课程大约需要 35-40 分钟。 |
| [Screen 3](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=3_C_4) [3\_C\_4](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=3_C_4)  | The icons at the top of the screen provide one-click access to key resources:* The Table of Contents,
* Important contact information, and
* Reference material.

In addition, you can use the Exit icon to close the course window. | 通过屏幕顶部的图标可以一键式访问主要资源：* 目录，
* 重要联系信息，以及
* 参考资料。

此外，您可以使用“退出”图标关闭课程窗口。 |
| [Screen 4](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=4_C_5) [4\_C\_5](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=4_C_5)  | There are several features to help guide you through the course:* The Back and Forward arrows allow you to move from screen to screen.
* A horizontal slider bar at the bottom of the screen allows you to see where you are in the course.
* The Table of Contents lets you navigate from section to section.
 | 有几个功能可以帮助您完成本课程：* 使用“后退”或“前进”箭头可进行逐屏浏览。
* 位于屏幕底部的水平滑块使您能够知道自己学习课程的进度。
* 通过目录浏览各个章节。
 |
| [Screen 5](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=5_C_6) [5\_C\_6](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=5_C_6)  | Knowledge CheckOnce you have reviewed the content of this course, you will be required to complete a 10-question Knowledge Check.The Knowledge Check can be taken at any time by clicking the Table of Contents icon and selecting Knowledge Check. | 知识检查在学完本课程的内容后，您需要完成知识检查（10 个问题）。通过点击“目录”图标，选择“知识检查”，可以随时进行知识检查。 |
| [Screen 6](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=6_C_7) [6\_C\_7](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=6_C_7)  | In this section, we will explain why it is essential to always consider your audience when communicating.We will demonstrate how language, tone, and emotions play a significant role in how your message is received and interpreted. | 在这一部分中，我们将解释为什么在沟通时非常有必要总是考虑您的受众。我们将展示语言、语气和情绪如何在您的信息被接受和解读的过程中发挥重要作用。 |
| [Screen 7](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=7_C_8) [7\_C\_8](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=7_C_8)  | Communicating carefully in a business environment requires us to consider how others are likely to interpret what we are saying.It requires us to recognize that others have different beliefs, experiences, backgrounds, and identities than our own. | 在商业环境中，谨慎沟通需要我们考虑他人可能如何解读我们所说的话。它要求我们认识到他人与我们有不同的信仰、经历、背景和身份认同。 |
| [Screen 8](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=8_C_9) [8\_C\_9](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=8_C_9)  | Careful communication is more than simply avoiding offensive and discriminatory language or stopping yourself from making intolerant or threatening remarks.It is recognizing that, while what you are saying may be clear to you, it may not be clear to others. | 谨慎沟通不仅仅是简单地避免冒犯性和歧视性的语言，或者阻止自己发表不宽容或威胁性的言论。请务必要认识到，您所说的话对您来说可能是清楚的，但对别人来说可能并不清楚。 |
| [Screen 9](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=9_C_10) [9\_C\_10](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=9_C_10)  | A good way to think about communication is to imagine two people speaking to each other in person.At its basic level, communication consists of a sender, a message, and a receiver. | 想象两个人正在进行面对面的交谈有助于判断沟通方式是否合适。基本来说，沟通由表述人、表述内容和接收人构成。 |
| [Screen 10](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=10_C_11) [10\_C\_11](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=10_C_11)  | When we communicate, we often assume that our message and its meaning are identical.Unfortunately, this may not always be the case, because the meaning of a message can be open to interpretation. | 当我们沟通时，我们经常假设我们传递的信息和它的含义是相同的。不幸的是，情况并非总是如此，因为信息的含义可能会有不同的解读。 |
| [Screen 11](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=11_C_12) [11\_C\_12](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=11_C_12)  | Always consider your audience before you communicate.Imagine how others might interpret what you are saying and adjust your choice of words, tone, and body language accordingly.CLICK EACH OF THE ICONS TO REVEAL QUESTIONS YOU SHOULD CONSIDER WHEN COMMUNICATING IN A BUSINESS ENVIRONMENT.Is this an internal or an external audience?Does the audience speak the same language?Is this going to an individual or a group of people?Is this going to a customer?Are you communicating with your manager or a peer? | 在沟通之前一定要考虑到您的受众。始终要考虑对方会如何解读我们的语言，并在用词、语气和肢体语言上做出相应调整。点击每一个图标，显示您在商业环境沟通时应该考虑的问题。这是内部受众还是外部受众？受众是否说同一种语言？这是给某个人的还是给一群人？这是否将提供给顾客？您是否是在和您的经理或同事沟通？ |
| [Screen 12](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=12_C_13) [12\_C\_13](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=12_C_13)  | Careful communication requires the use of clear, concise, unambiguous language. | 谨慎沟通需要使用清晰、简洁、明确的语言。 |
| [Screen 13](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=13_C_14) [13\_C\_14](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=13_C_14)  | Your message may be clear to you, but it doesn't mean it’s going to be clear to your audience.This risk increases in written communications, where feedback isn’t always immediate, and it is difficult to gauge whether the intended message is being received. | 您的信息可能对您来说很清晰，但这并不意味着它对您的受众来说也是清晰的。这种风险在书面沟通中会增加，因为反馈并不总是立即的，而且很难衡量预期的信息是否被接收。 |
| [Screen 14](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=14_C_15) Activity: Scenario[14\_C\_15](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=14_C_15)  | Imagine . . .A country manager sends a group email to employees:We need to get this product moving. We are way behind where we are supposed to be. So, I need you to do whatever it takes to ensure we meet our numbers this month.That's not correct!That's correct!That's partially correct! | 试想一下……某国家经理给下属员工群发了一封邮件：我们要推动这个产品的销量。我们已经落后于预计目标了。所以，我要求你们想尽一切办法确保达成销量。不正确！正确！部分正确！ |
| [Screen 14](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=16_C_15) Activity: Questions[16\_C\_15](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=16_C_15)  | Do you think this message could pose a risk to the company?[1] Yes[2] No.Submit | 您认为这封信是否会给公司造成危害？[1] 是[2] 否。提交 |
| [Screen 14](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=15_C_15) Activity: Feedback[15\_C\_15](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=15_C_15)  | While it is unlikely that the country manager’s intention is to encourage anything illegal, the fact is that the phrase, “I need you to do whatever it takes to ensure we meet our numbers,” is vague and open to interpretation.If one of the employees, for instance, secured a contract while acting against company policy, they could point to the email and claim that the manager had given the green light to do whatever it takes to win the business. | 尽管这位国家经理没有诱导下属使用不法手段达成业绩，但邮件中“我要求你们想尽一切办法确保达成销量”的表述措词不清，会产生歧义。举例来说，假如一名员工以违犯公司政策的方式拿到了一份合同，那么他们可以用这封邮件作为证据，声称经理为其行为开了绿灯，允许其不择手段争取业务。 |
| [Screen 15](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=17_C_16) [17\_C\_16](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=17_C_16)  | Here is a simple technique to help ensure the meaning of your message is as clear as possible. | 这里有一个简单的技巧，可以帮助您确保信息的含义尽可能清晰。 |
| [Screen 16](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=18_C_17) [18\_C\_17](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=18_C_17)  | First, consider your word choice.Make sure that the words you are using are clear, precise, and unambiguous. Simply put, choose words that are simple to understand. | 首先，考虑用词。确保使用的词语清晰、准确、没有歧义。简单地说，请选择简单易懂的词。 |
| [Screen 17](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=19_C_18) [19\_C\_18](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=19_C_18)  | Second, check to make sure you have provided sufficient context.By providing appropriate context, you can avoid confusion and ambiguity.For example, if you are referencing someone or something, make sure you have provided enough detailed information to ensure it is clear who or what you are talking about. | 其次，检查以确保您提供了足够的背景信息。通过提供适当的背景信息，您可以避免混淆和歧义。例如，如果您要引用某人或某事，那么请确保您提供了足够详细的信息，以使他人能清晰地知道您在谈论*何人*或*何事*。 |
| [Screen 18](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=20_C_19) [20\_C\_19](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=20_C_19)  | Third, avoid using legal terms.Inadvertent use of legal language can have serious repercussions. Unless you are a lawyer and have been authorized to provide a legal opinion, always avoid using legal terms, such as “negligent,” “illegal,” “reckless,” or “liable.” These terms can alter the meaning of your message. They can also be interpreted and/or used by third parties as admissions of liability in litigation. | 第三，避免使用法律术语。不谨慎地使用法律语言会产生严重的后果。除非您是一名律师并获授权提供法律意见，否则一定要避免使用法律术语，例如“疏忽”、“非法”、“不顾后果”或“负有责任”。这些术语可能会改变您的信息的含义。它们也可能在诉讼中被第三方解读为和/或用于承认责任。 |
| [Screen 19](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=21_C_20) Activity: Scenario[21\_C\_20](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=21_C_20)  | Imagine . . .A training manager emails a colleague about a virtual workshop attended as part of new product training.The way they train on this product is unbelievable. Nobody learns anything. It is negligent!That's not correct!That's correct!That's partially correct! | 试想一下……一名培训经理给同事发电子邮件，介绍新产品培训中参加的一次线上研讨会。他们办的这场产品培训真不像话。大家什么都没学到。真是玩忽职守！不正确！正确！部分正确！ |
| [Screen 19](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=23_C_20) Activity: Questions[23\_C\_20](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=23_C_20)  | What do you think the training manager is trying to say?[1] They are trying to say that the training observed was not very good.[2] They are trying to say that training does not comply with the minimum standards required by law.Submit | 您认为培训经理想说什么？[1] 他们是想说观察到的培训不是很好。[2] 他们想说培训不符合法律要求的最低标准。提交 |
| [Screen 19](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=22_C_20) Activity: Feedback[22\_C\_20](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=22_C_20)  | What the training manager is trying to say is that, in their opinion, the training observed was not very good. Using the term “negligent” could be interpreted by others as a legal opinion that the training does not comply with the minimum standards required by law. This communication could be used by third parties to argue that Abbott’s training is insufficient, and the company is violating the law. | 这位培训经理想表达的是，在他看来，这场培训办得不怎么好。使用“玩忽职守”一词可能被其他人解释为法律意见，认为培训没有符合法律所要求的最低标准。这种沟通可能被第三方用来争辩雅培的培训不足，并认为公司违反了法律。 |
| [Screen 20](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=24_C_21) [24\_C\_21](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=24_C_21)  | Finally, avoid the use of emojis and emoticons.Even though emojis and emoticons are often considered harmless and playful, they can mean different things in different cultures and social settings. This can lead to serious misunderstandings in business communications. | 最后，避免使用表情符号和心情符号。尽管表情符号和心情符号通常被认为是无害的、好玩的，但它们在不同的文化和社会环境中有不同的含义。这可能会在商务沟通中导致严重的误解。 |
| [Screen 21](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=25_C_22) [25\_C\_22](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=25_C_22)  | Careful communication also avoids assumptions and the presentation of opinions as facts.This doesn't mean that you can't speculate on something. It means that if you do, you should be clear that you are expressing your opinion and not presenting a fact.For example, in a personal context there may be little harm in suggesting to a friend, ". . . that Company X will be out of business in a couple of years." But in a business context, this kind of speculation could be misinterpreted as a fact or a well-informed conclusion. It could then be used as the basis for a business decision – possibly with unfortunate consequences. | 谨慎沟通也要避免假设以及把观点表述为事实。这并不意味着您不能对某事进行推测。这意味着，如果您这样做，您应该清晰地表明，您是在表达自己的观点，而不是在陈述事实。例如，在个人环境中，向朋友提出以下建议可能没什么坏处——“…… X 公司过不了几年就会倒闭。” 但在商业环境中，这种推测可能会被曲解为事实或消息灵通的结论。然后，它可能被当作商业决策的基础——而这可能会带来不幸的后果。 |
| [Screen 22](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=26_C_23) Activity: Scenario[26\_C\_23](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=26_C_23)  | Imagine . . .A regional sales manager hears a rumor that a new product in development has run into quality issues. The manager then attends a meeting where it is announced that the launch of the new product is going to be delayed. After the meeting, the manager sends a text message to a colleague:Just heard . . . They’ve canceled the launch for the second time. Major quality issues with the new product!That’s partially correct!That's correct!That's partially correct! | 试想一下……一名区域销售经理听到有传言说一个正在开发的新产品出现了质量问题。然后这名经理参加了一个会议，会上宣布新产品的推出将被推迟。会后，这名经理给同事发短信说：刚刚听说…… 他们又取消发布会了。这个新产品出现重大质量问题！部分正确！正确！部分正确！ |
| [Screen 22](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=28_C_23) Activity: Questions[28\_C\_23](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=28_C_23)  | Based on this text message, which of the following statements would you assume to be true?[1] The launch has been canceled.[2] There are quality issues with the new product.[3] Both 1 and 2.Submit | 根据这条短信，您认为下面哪条陈述属实？[1] 发布会被取消了[2] 新产品有质量问题。[3] 1 和 2 同时适用。提交 |
| [Screen 22](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=27_C_23) Activity: Feedback[27\_C\_23](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=27_C_23)  | Most people would assume both statements were true – that the launch has been canceled and that the cancellation has been caused by “quality issues” with the new product.The truth, however, is that the sales manager has no idea what has caused the delay. The manager has assumed the cancellation of the launch has been caused by (the rumor of) quality issues, consequently presenting that assumption as a fact. | 大多数人会认为这两种说法都是正确的——发布会被取消了，并且取消的原因是由于新产品的“质量问题”。然而，事实是这名销售经理并不知道是什么原因导致了延误。经理假设产品发布会的取消是由于质量问题（谣言）引起的，因此把这个假设当作事实来陈述。 |
| [Screen 23](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=29_C_24) [29\_C\_24](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=29_C_24)  | How we say something is just as important as what we say.Using the wrong tone when communicating may result in misunderstandings about the meaning of your message, affect perceptions, and suggest something we do not intend. | 我们说话的方式和表达的内容同样重要。如果交流时用错了语气，可能导致对方误解您的信息的含义，进而可能影响对方的理解而产生歧义。 |
| [Screen 24](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=30_C_25) Activity: Scenario[30\_C\_25](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=30_C_25)  | Imagine . . .A sales representative who has just completed a contract negotiation with a customer at their office posts a sarcastic comment on social media:OMG! Customer X has just remodeled their office. It is certainly different. LOL! They must think orange is the new black!😊That's not correct!That's correct!That's partially correct! | 试想一下……一名销售代表刚刚在办公室与客户完成了一项合同谈判，他在社交媒体上发表了一条讽刺的评论：天啊！X 客户刚刚改造了他们的办公室。这当然是不同的。哈哈！他们一定认为橙色是新的黑色！不正确！正确！部分正确！ |
| [Screen 24](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=32_C_25) Activity: Questions[32\_C\_25](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=32_C_25)  | Now imagine that the post goes viral. How do you think Abbott’s customers and the public would react?[1] They would wait for an official Abbott response before jumping to any conclusions.[2] They would give the sales representative the benefit of the doubt and understand it is a joke.[3] They would be shocked to see an Abbott employee display such an unprofessional attitude.Submit | 假如这个帖子扩散开来。您觉得雅培的客户以及公众看到这个帖子后会如何反应？[1] 他们会等雅培的官方声明出来之后再下结论。[2] 他们会相信那个销售代表，并明白那只是个笑话。[3] 如果看到雅培的员工表现出如此不专业的态度，他们会感到震惊。提交 |
| [Screen 24](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=31_C_25) Activity: Feedback[31\_C\_25](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=31_C_25)  | Even though the sales representative was only joking, people who do not know this person or the situation are likely to think the customer’s taste in decor was being mocked. | 尽管这位销售代表只是在开玩笑，但不了解这个人或这种情况的人很可能会认为这位顾客在装饰方面的品味受到了嘲笑。 |
| [Screen 25](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=33_C_26) [33\_C\_26](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=33_C_26)  | Sarcastic, ironic, and humorous tones are often misinterpreted in business communications.This is especially true in written communications, where visual cues (such as body language) and aural cues (such as vocal inflections) are absent. | 在商务环境下的沟通中，使用讽刺、挖苦和诙谐的语气常常会引起误解。尤其是书面文字，因为无法通过文字看到人（如肢体语言）、听到声音（如语气）。 |
| [Screen 26](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=34_C_27) [34\_C\_27](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=34_C_27)  | Misperceptions can also be caused by the use of secretive and conspiratorial tones and language.For example, phrases such as “Keep this between us,” “You won’t believe this, but,” or “For your eyes only” can make a completely appropriate activity appear inappropriate or unlawful. | 沟通中使用故作神秘、鬼鬼祟祟的语气或词汇同样可能造成误解。例如，“这事就你知我知”、“你不会相信的，但是”或“最高机密”这样的词汇会让一个完全合适的活动显得不合适或非法。 |
| [Screen 27](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=35_C_28) Activity: Scenario[35\_C\_28](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=35_C_28)  | Imagine . . .A government official is investigating a fraud allegation against a health care company accused of concealing negative information about one of its products.During the investigation, the official comes across an email from one of the company’s researchers to a colleague:Regarding what I told you earlier, let’s just keep that to ourselves. It would be a nightmare if this got out.That's not correct!That's correct!That's partially correct! | 试想一下……一名政府官员在调查一起欺诈案，对象是一家医疗公司，这家公司被指控隐瞒了某件产品的负面信息。调查中，这名官员发现了该公司一名研究员写给同事的一封邮件：关于之前我跟你说的事，我们俩知道就行了。传出去就糟了。不正确！正确！部分正确！ |
| [Screen 27](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=37_C_28) Activity: Questions[37\_C\_28](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=37_C_28)  | Given the fraud allegations, do you think it’s likely that this individual’s activities would be investigated further?[1] Yes.[2] No.Submit | 在公司被控欺诈的情况下，您认为当事人的言行会被深入调查吗？[1] 是。[2] 否。提交 |
| [Screen 27](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=36_C_28) Activity: Feedback[36\_C\_28](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=36_C_28)  | Even though the researcher may not be involved in any fraudulent activity or cover-up, the secretive and conspiratorial tone of the email makes it appear so.As it turns out, the email is about a personal matter; because of the tone and choice of words, the researcher could possibly be implicated in the allegations. | 即便这名研究员可能并没有任何欺诈或是瞒报的行为，但电子邮件的这种故作神秘、鬼鬼祟祟的语气会令人怀疑。结果发现这封邮件说的是私事，但因为语气和措词，让这位调查员卷入了案件之中。 |
| [Screen 28](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=38_C_29) [38\_C\_29](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=38_C_29)  | Our ability to control our emotions when we communicate has the potential to greatly affect others’ perceptions of what we are saying, and, ultimately, how they view us. | 当我们沟通时，我们控制情绪的能力有可能极大地影响他人对我们所说的话的看法，并最终影响他们对我们的看法。 |
| [Screen 29](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=39_C_30) [39\_C\_30](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=39_C_30)  | While at times we may feel justified in venting our frustration or disappointment with a work colleague or business partner, it is important to maintain a healthy work environment.Even if the outburst is brief, your colleagues may remember it long after your emotions have subsided. | 虽然有时我们会觉得有正当的理由向同事或商业伙伴发泄我们的沮丧或失望，但保持一个健康的工作环境很重要。即使是短暂的爆发，您的同事也可能会在您情绪平复后很长时间还记得这件事。 |
| [Screen 30](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=40_C_31) [40\_C\_31](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=40_C_31)  | Always take the time to calm down before you respond to someone.Never send a message when you are upset. Instead, save a draft of the message for a period of time, re-read and adjust it, or consider not sending it at all. | 必须花时间让自己冷静下来再回应他人。不在难过的时候发信息。相反，把一份草稿留一段时间，反复阅读并调整，或者考虑不发送它。 |
| [Screen 31](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=41_C_32) [41\_C\_32](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=41_C_32)  | Here are some other ways to regulate your emotions when communicating.Use neutral language. For example, using "issue" instead of "problem" or "challenge" rather than "disaster" keeps things more objective and less emotional.Avoid emotionally loaded terms, for example, “stupid,” “lazy,” or “dangerous.” Such words can be easily taken out of context.Finally, if you ever have any doubt about something you are about to communicate, consult a colleague or your manager. | 以下是一些在沟通时调节情绪的方法。使用中性语言。例如，用“事情”而不是“问题”或用“挑战”而不是“灾难”，这能让事情更客观，并减少情绪化。避免感情用事的词语，例如“愚蠢”、“懒惰”或“危险”。这类词语很容易被断章取义。最后，如果您对要沟通的事情有任何疑问，请咨询同事或经理。 |
| [Screen 32](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=42_C_33) [42\_C\_33](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=42_C_33)  | Communicating carefully in a business environment requires us to consider how others are likely to interpret what we are saying.Use clear, precise, unambiguous language* Choose words that are simple to understand.
* Check to make sure you have provided sufficient context.
* Avoid using legal terms - unless you are a lawyer and have been authorized to provide a legal opinion.
* Avoid the use of emojis and emoticons.
* Avoid assumptions and the presentation of opinions as facts.

Regulate your toneHow we say something is just as important as what we say:* Sarcastic, ironic, and humorous tones are often misinterpreted in business communications.
* Misperceptions can also be caused by the use of secretive and conspiratorial tones and language.

Control your emotions* Always take the time to calm down before you respond to someone.
* Use neutral language.
* Avoid emotionally loaded terms.
 | 在商业环境中，谨慎沟通需要我们考虑他人可能如何解读我们所说的话。使用清晰、准确、明确的语言* 选择简单易懂的词。
* 检查以确保您提供了足够的背景信息。
* 避免使用法律术语，除非您是一名律师并获授权提供法律意见。
* 避免使用表情符号和心情符号。
* 避免假设以及把观点陈述为事实。

调节自己的语气我们说话的方式和表达的内容同样重要：* 在商务环境下的沟通中，使用讽刺、挖苦和诙谐的语气常常会引起误解。
* 沟通中使用故作神秘、鬼鬼祟祟的语气或词汇同样可能造成误解。

控制自己的情绪* 必须花时间让自己冷静下来再回应他人。
* 使用中性语言。
* 避免感情用事的词语。
 |
| [Screen 33](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=43_C_34) [43\_C\_34](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=43_C_34)  | In this section, you will learn how to select the most appropriate channel and tools to communicate your message. | 在本节中，您将学习如何选择最合适的渠道和工具来传达您的信息。 |
| [Screen 34](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=44_C_35) [44\_C\_35](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=44_C_35)  | The channel we use to communicate can have a significant impact on how we construct and convey our messages.This also determines how much control we have over messages once they have been created. | 我们用来沟通的渠道对我们构建和传达信息的方式有重大影响。这也决定了我们对创建后的信息的掌控程度。 |
| [Screen 35](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=45_C_36) [45\_C\_36](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=45_C_36)  | Certain media are more effective and appropriate than others for communicating certain types of information. | 传达特定信息时，某些媒介相对而言更加高效合适。 |
| [Screen 36](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=46_C_37) [46\_C\_37](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=46_C_37)  | Email, for example, is a great channel for creating and transmitting day-to-day business information.Its speed and convenience make it a great tool for answering customer queries, updating colleagues on projects, forwarding proposals and reports, etc.Email, however, is not appropriate to use for sharing highly confidential information of a proprietary nature. | 以电子邮件为例，这是创建并传输日常业务信息的便捷渠道。邮件快速、方便，我们常用邮件来回答客户的查询、更新项目中工作人员的资料、发送建议书和报告等等。然而，电子邮件不适合用于分享高度机密的专有性质的信息。 |
| [Screen 37](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=47_C_38) [47\_C\_38](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=47_C_38)  | Messages that are highly confidential in nature, or those requiring a lot of history and context, are best communicated in real time, either in person or over the phone.Always think about the type of information you are sharing, the audience receiving this information, and the best channel to use to communicate. | 机密信息，或是带有大量历史记录和背景的消息，最好通过当面或电话的方式进行实时沟通。反复思考您所要分享的信息类型、信息的接收人，以及使用哪种渠道最合适。 |
| [Screen 38](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=48_C_39) [48\_C\_39](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=48_C_39)  | Instant messaging (IM) and text messaging (TM) are popular forms of communication increasingly used for business-related activities.IM and TM are great tools that can be used to provide colleagues with updates on our activities, ask a quick question, alert partners of scheduling conflicts, as well as arrange and schedule meetings. IM and TM are not, however, appropriate channels for creating or transmitting substantive business information such as sales information or performance reviews. | 即时消息 (IM) 和短信 (TM) 是流行的通信形式，它们在商务活动中用得越来越广。即时消息和短信都很便捷，能够用来向员工更新活动动态、快速提问、提醒业务伙伴时间安排冲突，以及安排、筹划会议等。但是，即时消息和短信并非创建和传输销售数据、进行业绩评估等重要业务信息的合理渠道。 |
| [Screen 39](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=49_C_40) [49\_C\_40](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=49_C_40)  | Virtual meetings such as conference calls and video conferences are being used more frequently.They provide us with an ideal way to manage remote teams, conduct interactive demonstrations, etc. While virtual meetings offer multiple benefits, they also present challenges and risks. For example, virtual meetings are not as secure as face-to-face communications, which are often conducted behind closed doors. Thus, they are not suitable for discussing or sharing sensitive or confidential information. | 电话会议和视频会议等虚拟会议的使用越来越频繁。它们为我们提供了管理远程团队、进行互动演示等活动的理想方法。虽然虚拟会议提供了多种好处，但它们也带来了挑战和风险。例如，虚拟会议不像面对面沟通那样安全，因为面对面的沟通通常是闭门进行的。因此，它们不适合讨论或分享敏感或机密信息。 |
| [Screen 40](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=50_C_41) [50\_C\_41](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=50_C_41)  | Social media, is perhaps, the most dynamic of all communication channels.It offers us a unique opportunity for direct online interactions, collaboration, and information-sharing with customers, consumers, patients, other Abbott employees, and the public. This opportunity also presents a major challenge. Since interactions on social media are quick and dynamic and have the potential to go viral, information, views, and opinions can quickly become elevated, divulged, or misconstrued. As a result, improper use of social media can represent a significant risk to Abbott’s reputation. | 社交媒体也许是所有沟通渠道中最具活力的一种。它为我们提供了一个与客户、消费者、患者、其他雅培员工和公众直接进行在线互动、协作和信息共享的独特机会。这个机会同时也是一个重大挑战。由于社交媒体上的互动是快速和动态的，而且有可能像病毒一样传播，因此信息、观点和看法很快就会被推高、泄露或误解。因此，不当使用社交媒体可能对雅培的声誉造成重大风险。 |
| [Screen 41](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=51_C_42) [51\_C\_42](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=51_C_42)  | It is important to recognize that the channel we use to communicate can have an impact on how we construct and convey our messages.This is particularly true in the case of electronic communications, where we tend to:* Respond to messages very quickly,
* Use a less formal tone, and
* Take less care in our word choice.
 | 务必要认识到，我们用来沟通的渠道会对我们如何构建和传达信息产生影响。尤其表现在电子通讯上，我们进行电子通讯时常常：* 快速回复消息，
* 使用非正式的语气，以及
* 用词不够严谨。
 |
| [Screen 42](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=52_C_43) [52\_C\_43](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=52_C_43)  | Using electronic media can sometimes result in us saying things we don’t intend, sharing information with people we shouldn’t, or expressing views that might offend others.This doesn’t mean that we shouldn’t use email, instant messaging, virtual meetings, or social media if they are the most appropriate or effective channels, but rather that we need to exercise care when using these media.CLICK THE CAREFUL COMMUNICATION BUTTON TO LEARN MORE. | 使用电子媒介有时会让我们说出一些本不想说的话，告诉他人一些本不该说的事，或者表达一些可能冒犯别人的看法。这并不是说，如果电子邮件、即时通讯、虚拟会议或社交媒体是最合适或最有效的渠道，我们不应该使用它们，而是说我们在使用这些媒体时需要小心谨慎。点击“谨慎沟通”按钮了解更多信息。 |
| [Screen 42](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=53_C_43) [53\_C\_43](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=53_C_43)  | CAREFUL COMMUNICATIONBefore sending an email, you should always re-read what you have written and ask yourself:* Am I using an appropriate choice of words?
* Am I maintaining a professional tone?
* Is everything clear and unambiguous?
* Is the information I am planning on sharing relevant to every person I am planning on sharing it with?
 | 谨慎沟通在发送电子邮件之前，您应该始终重读您写的内容，并问自己：* 我的措辞恰当吗？
* 我的表述专业吗？
* 所有内容都明白无误吗？
* 我打算分享的信息和我希望与之分享的人直接相关吗？
 |
| [Screen 43](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=54_C_44) [54\_C\_44](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=54_C_44)  | Before selecting a channel, we also need to think about how much control we are likely to have over our message once it is created. | 选择沟通渠道之前，还要考虑：创建消息后我们能够在多大程度上予以控制。 |
| [Screen 44](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=55_C_45) [55\_C\_45](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=55_C_45)  | Many of us underestimate the potential scope of public disclosure when it comes to communicating electronically.Emails can be mistakenly sent or copied to the wrong recipient.Messages can be forwarded to others.Online posts can easily go viral. | 我们很多人都低估了电子通讯消息被扩散后的影响范围。电子邮件可能发送或抄送给错误的对象。短信可能转发给他人。网上的帖子很容易疯狂传播。 |
| [Screen 45](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=56_C_46) [56\_C\_46](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=56_C_46)  | We forget that there are essentially no boundaries online, and that, once we press the send button, what happens to our message is largely out of our control.This can result in information, views and opinions quickly becoming elevated, co-opted, or misconstrued. | 我们常常忘记网络是无界限的，一旦按下发送键，消息会如何扩散完全在我们的掌控之外。这很可能导致信息、看法和观点迅速被上纲上线、添油加醋、以讹传讹。 |
| [Screen 46](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=57_C_47) [57\_C\_47](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=57_C_47)  | We also forget that electronic communications can last a lifetime.While Abbott has very strict rules regarding document retention and destruction, others may not. That means that the comments you once posted on an obscure website while still in college could still be with you today. | 我们时常还会忽略电子通讯的内容可能会一直保存下去。尽管雅培针对文件的保留和销毁设定了严格的规定，但其它公司或机构未必有同样的规定。也就是说，您读大学时在某个不起眼的小网站上发的帖子可能至今仍然存在。 |
| [Screen 47](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=58_C_48) [58\_C\_48](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=58_C_48)  | Finally, we need to remember that personal views and information shared, especially on social media, may have a negative effect on our professional lives, our company, our customers, our stakeholders, and our patients.For example, we need to be aware that when using social media, our personal and business identities are likely to overlap. Content and related comments we originally intended only for family and friends may be viewed by others, even if privacy settings are enabled. | 最后，我们需要记住，分享的个人观点和信息，尤其是在社交媒体上，可能对自己的职业生涯、公司、客户、利益相关方和患者造成负面影响。举例来说，在使用社交媒体时要注意将个人身份和业务身份相对分离。即便启用了隐私设置，我们原本只向家人或私人朋友公开的的内容和相关评论也可能会被他人看到。 |
| [Screen 48](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=59_C_49) [59\_C\_49](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=59_C_49)  | Because of the heightened risk that social media poses to Abbott and its stakeholders, there are Social Media Guidelines that apply to all users of social media both inside and outside the Company.CLICK THE PANELS TO LEARN MORE. | 由于社交媒体给雅培及其利益相关者带来的风险不断增加，因此我们制定了适用于公司内外所有社交媒体用户的社交媒体指南。点击面板，以了解更多信息。 |
| [Screen 48](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=60_C_49) [60\_C\_49](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=60_C_49)  | [1] Understand the MediumUnderstand the MediumFollow each platform’s terms of use, and make sure you keep up with changes, which can happen at any time. Also, understand the culture of the online communities with which you interact and how your intended audience communicates. | [1] 了解媒介了解媒介遵循每个平台的使用条款，并确保了解随时可能发生的变化。另外，要了解与您互动的在线社区的文化，以及您的目标受众的沟通方式。 |
| [Screen 48](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=61_C_49) [61\_C\_49](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=61_C_49)  | [2] Be TransparentBe TransparentWhen talking about Abbott, its brands, or its products, be sure to clearly disclose your connection to Abbott in your posts. This helps ensure that everyone in your social network understands that you have a vested interest in Abbott.To disclose your Abbott connection, use statements such as:“Check out my company’s new …!”“ I work for Abbott and am excited about our new campaign.”“Love my company’s new ....”You can also use a hashtag at the end of your post to disclose your connection to Abbott, for example:#IWorkAtAbbott#ProudToBeAbbott | [2] 保持透明保持透明在谈论雅培、其品牌或产品时，一定要在您的帖子中清楚地披露您与雅培的关系。这有助于确保您的社交网络中的每个人都知道您在雅培拥有既得利益。要披露您与雅培的关系，请使用以下表述：“请看看我公司的新……！”“我为雅培工作，我对我们的新活动很兴奋。”“喜欢我公司的新……”您也可以在您的文章的结尾使用标签来揭示您和雅培的关系，例如：#我在雅培工作#我是雅培人我骄傲 |
| [Screen 48](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=62_C_49) [62\_C\_49](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=62_C_49)  | [3] Respect Others and Use Sound JudgmentRespect Others and Use Sound JudgmentBe respectful of your intended (and unintended) audiences and their perspectives. Remember that there are no geographic boundaries online. Local posts and comments may have global significance and vice versa.Avoid using ethnic slurs, obscenities, or any language or activity that would violate Abbott’s policies. Also avoid making disparaging or false statements about anyone or anything, including our competitors or their products.Consult Public Affairs when considering whether to respond to a negative comment posted on an Abbott external social media channel. | [3] 尊重他人，做出明智判断尊重他人，做出明智判断尊重您的预期（或非预期）受众和他们的观点。请记住，网上是没有地理界限的。本地的帖子和评论可能具有全球意义，反之亦然。避免使用种族诽谤、猥亵或任何违反雅培政策的语言或活动。也要避免对任何人或任何事（包括我们的竞争对手或他们的产品）做出贬低或虚假的表述。在考虑是否回应雅培外部社交媒体渠道上的负面评论时，请咨询公共事务部。 |
| [Screen 48](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=63_C_49) [63\_C\_49](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=63_C_49)  | [4] Pause Before You PostPause Before You PostSpeak truthfully and follow all local laws and regulations on what we can say about our businesses and products. Don’t make false or misleading statements or off-label claims about our products, and don’t comment on or share content for products that aren’t available for sale in your country. | [4] 发帖前要三思发帖前要三思诚实地说话，遵守当地关于我们可以如何表述我们的业务和产品的所有法律法规。不要对我们的产品做出虚假或误导性的表述或标签外的声明，并且不要评论或分享在您的国家不出售的产品的内容。 |
| [Screen 48](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=64_C_49) [64\_C\_49](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=64_C_49)  | [5] Let the Experts RespondLet the Experts RespondIf you are not an official Abbott spokesperson, do not respond to comments or media inquiries related to Abbott’s company position. Abbott responds to comments or media inquiries only through designated spokespersons. When in doubt, seek further guidance and pass the comments on to Public Affairs.Don’t forget that, even when you are using social media in a personal capacity, people may perceive you to be speaking on behalf of Abbott. So always clarify which comments are your own. Avoid giving the impression that you are an official Abbott spokesperson when sharing official Abbott content. | [5] 让专家来回应让专家来回应如果您不是雅培公司的官方发言人，请不要回应关于雅培公司立场的评论或媒体询问。雅培只通过指定的发言人回应评论或媒体询问。如有疑问，应寻求进一步指导，并将意见反馈给公共事务部。不要忘记，即使您以个人身份使用社交媒体，人们也可能会认为您是在代表雅培发言。所以一定要明确表明哪些评论是您自己的评论。在分享雅培官方内容时，避免给人留下您是雅培官方发言人的印象。 |
| [Screen 48](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=65_C_49) [65\_C\_49](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=65_C_49)  | [6] Protect Privacy and Confidential InformationProtect Privacy and Confidential InformationNever share personal information, for example, another person’s name, address, phone number, government ID, email address, or credit card information without permission.Never share sensitive and confidential information, like trade secrets, personally identifiable information, and intellectual property.Never use or post copyrighted, trademarked, rights of publicity, and other information that belongs to Abbott or other parties without permission.Remember that, even if a site has privacy settings, information can often be viewed and shared by others.If you create or control an Abbott-sponsored social media forum, consult Legal to make sure you’re following laws regarding cookies and online tracking. | [6] 保护隐私和机密信息保护隐私和机密信息不得在未经允许的情况下分享他人的个人信息，例如他人的姓名、地址、电话号码、政府身份证、电子邮箱地址或信用卡信息。不得分享敏感和机密信息，例如商业机密、个人身份信息和知识产权。未经允许，不得使用或发布属于雅培或其他方的版权、商标、宣传权利和其他信息。请记住，即使网站有隐私设置，其他人通常也可以查看和分享信息。如果您创建或控制了一个雅培赞助的社交媒体论坛，请咨询法律部，确保您遵守了有关 cookie 和在线追踪的法律。 |
| [Screen 48](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=66_C_49) [66\_C\_49](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=66_C_49)  | [7] Use Care with What You ShareUse Care with What You ShareGuard your passwords, don’t post your personally identifiable information, and learn to use privacy settings.Do not use your Abbott email address and password on social media sites. Attackers may steal your login information and use it to access Abbott systems.Never post your personally identifiable information (including birth date, home address, or phone number), as it can be used to steal your identity or socially engineer attacks targeted against you and your contacts.Learn to configure the social media platform’s privacy settings and read its privacy statement to understand how the company will share your information.Only befriend people whom you personally know. | [7] 分享时要小心分享时要小心保护您的密码，不要发布您的个人身份信息，并学会使用隐私设置。不要在社交媒体网站上使用雅培电子邮箱地址和密码。攻击者可能盗取您的登录信息，并使用它来访问雅培系统。不得发布您的个人身份信息（包括出生日期、家庭住址或电话号码），因为它可能被用来窃取您的身份，或对您和您的联系人进行社会工程攻击。了解如何设置社交媒体平台的隐私设置，并阅读其隐私声明，了解公司将如何分享您的信息。只把您认识的人加为好友。 |
| [Screen 48](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=67_C_49) [67\_C\_49](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=67_C_49)  | [8] Always Follow Company Policies and Local LawsAlways Follow Company Policies and Local LawsWhen talking about Abbott on social media – in both your job and personally – follow Abbott’s Code of Business Conduct, Abbott policies, and all applicable local laws.For social media governance, refer to External Social Media Policy (MKT05) and the Brand Resource Center.The links to these and other resources can be found in the Resources section of this course. | [8] 始终遵守公司政策和当地法律始终遵守公司政策和当地法律当在社交媒体上谈论雅培时，无论是在工作中还是在个人生活中，都要遵守雅培的商业行为准则、雅培政策和所有适用的本地法律。对于社交媒体治理，请参考外部社交媒体政策 (MKT05) 和品牌资源中心。可以在本课程的“资源”部分找到这些资源和其他资源的链接。 |
| [Screen 49](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=68_C_50) [68\_C\_50](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=68_C_50)  | Finally, always be aware that any time you communicate on any media, whether it is writing an email, answering a text message, or posting on social media, you are creating a record.Before you communicate, stop, reflect, and ask yourself: Is this really what I want to say, and is this the best way to say it? Be sure that what you are saying and the way you are saying it are in line with Abbott’s policies. | 最后，要始终注意，每当您在任何媒体上沟通时，无论是写电子邮件、回复短信还是在社交媒体上发帖，您都是在创建记录。在沟通之前，停下来，思考，并问自己：这真的是我想说的吗，这是最好的表达方式吗？ 要确保您说的话和您所说的方式符合雅培的政策。 |
| [Screen 50](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=69_C_51) [69\_C\_51](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=69_C_51)  | Using Abbott-approved tools and software when communicating is another important aspect of properly managing your communications. | 管理沟通的另一个重要方面，就是在沟通时使用雅培批准的工具和软件。 |
| [Screen 51](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=70_C_52) [70\_C\_52](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=70_C_52)  | These tools and software should always be used in a responsible manner, and in accordance with applicable laws, Abbott’s Code of Business Conduct, and Abbott policies.For more information on how to safeguard your communications, visit the Information Security and Risk Management (ISRM) site on Abbott World. | 应始终以负责任的方式使用这些工具和软件，并符合适用的法律、雅培商业行为准则和雅培政策。有关如何保护您的通信的更多信息，请访问“雅培全球”上的信息安全和风险管理 (ISRM) 网站。 |
| [Screen 52](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=71_C_53) [71\_C\_53](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=71_C_53)  | If you have a question or concern about a communication you receive from another Abbott employee, a business partner, a customer, or anyone else connected with Abbott, it is usually best to speak to your manager first.Your manager knows you, the work environment and is closest to the issue.You can also contact the Office of Ethics and Compliance (OEC), Legal, Human Resources, or Public Affairs, or call our multilingual Ethics and Compliance Helpline available globally 24/7. | 如果对其他雅培员工、业务伙伴、客户或其他相关人员发来的通讯内容心存疑问或是有所顾虑，请先咨询您的经理。您的上司了解您、工作环境，并且最了解相关事情。您也可以联系商业道德合规部 (OEC)、法律部、人力资源部或公共事务部，或拨打我们的商业道德合规热线，该热线提供全天候不间断的多语言服务。 |
| [Screen 53](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=72_C_54) [72\_C\_54](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=72_C_54)  | If you have questions or concerns about protecting yourself and Abbott from potential cybersecurity risks, contact Information Security and Risk Management (ISRM).Please refer to the Resources section of this course for links to the above resources. | 如果您对如何保护自己和雅培免受潜在网络安全风险有疑问或担忧，请联系信息安全与风险管理 (ISRM) 部门。请参阅本课程的“资源”部分，获取上述资源的链接。 |
| [Screen 54](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=73_C_55) [73\_C\_55](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=73_C_55)  | Certain media are more effective and appropriate than others for communicating certain types of information.Email communicationsEmail is a great channel for creating and transmitting day-to-day business information. Email is not appropriate to use for sharing highly confidential information of a proprietary nature.In person communicationsMessages that are highly confidential in nature, or those requiring a lot of history and context, are best communicated in real time, either in person or over the phone.Instant messaging (IM) and text messaging (TM)IM and TM are great tools that can be used to provide colleagues with updates on our activities, ask a quick question, alert partners of scheduling conflicts, as well as arrange and schedule meetings. IM and TM are not appropriate channels for creating or transmitting substantive business information.Conference calls and video conferencesVirtual meetings offer multiple benefits, but they are not suitable for discussing or sharing sensitive or confidential information.Social mediaSocial media offers us a unique opportunity for direct online interactions, collaboration, and information-sharing. However, since interactions on social media are quick and dynamic and have the potential to go viral, information, views, and opinions can quickly become elevated, divulged, or misconstrued.Abbott-approved toolsAlways use Abbott-approved tools and software.Getting supportIf you have a question or concern about a communication, talk to your manager, or someone in the Office of Ethics and Compliance (OEC), Legal, Human Resources, or Public Affairs. If you have questions or concerns about protecting yourself and Abbott from potential cybersecurity risks, contact Information Security and Risk Management (ISRM). | 传达特定信息时，某些媒介相对而言更加高效合适。电子邮件沟通电子邮件是创建并传输日常业务信息的便捷渠道。电子邮件不适合用于分享高度机密的专有性质的信息。在个人沟通中机密信息，或是带有大量历史记录和背景的消息，最好通过当面或电话的方式进行实时沟通。即时消息 (IM) 和短信 (TM)即时消息和短信都很便捷，能够用来向员工更新活动动态、快速提问、提醒业务伙伴时间安排冲突，以及安排、筹划会议等。IM 和 TM 不适合用来创建或传输重要的业务信息。电话会议和视频会议虚拟会议有多种好处，但不适合讨论或分享敏感或机密信息。社交媒体社交媒体为我们提供了一个直接在线互动、协作和信息共享的独特机会。然而，由于社交媒体上的互动是快速和动态的，而且有可能像病毒一样传播，因此信息、观点和看法很快就会被推高、泄露或误解。雅培批准的工具始终使用雅培批准的工具和软件。获取支持如果您对沟通有疑问或担忧，请联系您的经理，或联系商业道德合规部 (OEC)、法律部、人力资源部或公共事务部的工作人员。如果您对如何保护自己和雅培免受潜在网络安全风险有疑问或担忧，请联系信息安全与风险管理 (ISRM) 部门。 |
| [Screen 55](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=74_C_56) [74\_C\_56](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=74_C_56)  | ManagerIf you have a question or concern about your own communication, or a communication you receive from another Abbott employee, a business partner, a customer, or anyone else connected with Abbott, the best place to start is with your manager.Public AffairsContact a Public Affairs representative if you have questions about Abbott’s expectations for communicating both internally and externally while working at Abbott.Public Affairs Website* Click [here](https://abbott.sharepoint.com/sites/abbottworld/PublicAffairs/Pages/Home.aspx?icid=AW_MN_ORG_PublicAffairs) to access the Public Affairs website on Abbott World.

Public Affairs Policies and Procedures* Click [here](https://abbott.sharepoint.com/sites/abbottworld/PublicAffairs/Pages/Home.aspx?icid=AW_MN_ORG_PublicAffairs) to access communication related policies and procedures on the Global Policy Portal on Abbott World.

Social Media Resource Center* Click [here](https://abbott.sharepoint.com/sites/crp-irpa/smrc) to access the Social Media Resource Center on Abbott World for tools to help guide you while using social media at Abbott. The External Social Media Policy (MKT05) can be found in the Social Media Resource Center.

Human Resources (HR)Contact a Human Resources representative for employee-related issues, including your concerns about interactions with other Abbott employees or anyone else connected with Abbott.Human Resources Website* Click [here](http://myhr.abbott.com/) to access the myHR Portal on Abbott World.

Human Resources Policies and Procedures – The following global HR policies describe conduct prohibited in the workplace: Workplace Harassment (C-111) and Violence (C-113).* Click [here](https://abbott.sharepoint.com/sites/myhr/US-EN/pages/global-hr-policies.aspx) to access the above policies on Abbott World.

LegalContact the Legal Division with questions or concerns about legal implications of careless communication.Legal Website* Click [here](https://abbott.sharepoint.com/sites/abbottworld/Legal) to access the Legal website on Abbott World. The [Legal Hold Information](https://abbott.sharepoint.com/sites/abbottworld/Legal/LHO/Pages/default.aspx) page on the Legal website provides important information about employee compliance with Legal Hold Orders (LHOs).

Legal Policies and Procedures – Refer to Legal policies and procedures for requirements related to confidential information, antitrust, and other legal matters.* Click [here](https://abbott.sharepoint.com/sites/abbottworld/GlobalPolicy/Pages/Home.aspx?icid=AW_MN_RES_GlobalPolicies) to access Legal policies and procedures on the Global Policy Portal on Abbott World.

Information Governance Resources* For important policies, procedures, and resources on information and records management, Abbott employees should visit the [Information Governance](https://abbott.sharepoint.com/sites/abbottworld/infogov) website on Abbott World.

Office of Ethics and Compliance (OEC)The OEC is a global resource available to address your questions or concerns about our company’s values and standards of conduct.OEC Website – Refer to the OEC website for answers to a variety of compliance questions.* Click [here](https://abbott.sharepoint.com/sites/abbottworld/EthicsCompliance/Pages/Home.aspx) to access the OEC website on Abbott World.

OEC Policies and Procedures – For our company’s global and country-specific OEC policies and procedures:* Abbott employees should visit [iComply](https://icomply.abbott.com/Default.aspx).

OEC Contacts – You are encouraged to contact the OEC at any time with any ethics and compliance questions, or to discuss concerns about possible violations of our written standards, laws, or regulations.* Visit the [Contact OEC](https://abbott.sharepoint.com/sites/abbottworld/EthicsCompliance/About/Pages/Contacts.aspx) page on the [OEC website](https://abbott.sharepoint.com/sites/abbottworld/EthicsCompliance) on Abbott World.

Ethics and Compliance Helpline – Visit our multilingual Ethics and Compliance [“Speak Up” Helpline](http://speakup.abbott.com/) to voice your concerns about a potential violation of our company’s values and standards of conduct. The Helpline is available 24 hours a day, 7 days a week and allows you to submit concerns online or by calling an operator who speaks your language. You can also email investigations@abbott.com to report a potential violation. | 经理如果对您自己的沟通，或其他雅培员工、业务伙伴、客户或其他相关人员发来的通讯内容心存疑问或是有所顾虑，请先咨询您的经理。公共事务部如果不确定在雅培工作期间进行内外通讯的具体要求，请联系公共事务部的工作人员。公共事务部网站* 点击[这里](https://abbott.sharepoint.com/sites/abbottworld/PublicAffairs/Pages/Home.aspx?icid=AW_MN_ORG_PublicAffairs)访问“雅培全球”上的公共事务部网站。

公共事务部政策和程序* 点击[这里](https://abbott.sharepoint.com/sites/abbottworld/PublicAffairs/Pages/Home.aspx?icid=AW_MN_ORG_PublicAffairs)访问“雅培全球”上的全球政策门户中的沟通相关政策和程序。

社交媒体资源中心* 点击[这里](https://abbott.sharepoint.com/sites/crp-irpa/smrc)访问“雅培全球”上的社交媒体资源中心，获取指导您使用雅培社交媒体的工具。可在社交媒体资源中心找到*外部社交媒体政策 (MKT05)*。

人力资源部 (HR)如果有与员工相关的问题，包括您对与雅培其他员工或与雅培有关的任何人互动的担忧，请联系人力资源代表。人力资源部网站* 点击[这里](http://myhr.abbott.com/)访问“雅培全球”上的 myHR 门户。

人力资源政策和程序 - 以下全球人力资源政策描述了工作场所禁止的行为：*工作场所骚扰 (C-111)* 和*暴力 (C-113)*。* 点击[这里](https://abbott.sharepoint.com/sites/myhr/US-EN/pages/global-hr-policies.aspx)在“雅培全球”上访问上述政策。

法律部若不清楚不谨慎的沟通可能引发的法律问题，请咨询法律部。法律部网站* 请点击[这里](https://abbott.sharepoint.com/sites/abbottworld/Legal)，访问“雅培全球”上的法律部网站。法律部网站的[法定保留信息](https://abbott.sharepoint.com/sites/abbottworld/Legal/LHO/Pages/default.aspx)重点说明了员工必须遵守《法定保留令》(LHO)。

法律部政策和程序 - 有关机密信息、反垄断和其他法律事项的要求，请参阅法律部政策和程序。* 点击[这里](https://abbott.sharepoint.com/sites/abbottworld/GlobalPolicy/Pages/Home.aspx?icid=AW_MN_RES_GlobalPolicies)访问“雅培全球”上的全球政策门户中的法律部政策和程序。

信息治理资源* 如需了解关于信息和记录管理的重要政策、程序和资源，雅培员工应访问“雅培全球”上的[信息治理](https://abbott.sharepoint.com/sites/abbottworld/infogov)网站。

商业道德合规部 (OEC)OEC 是一个全球资源，可以帮助您解决有关公司价值观和行为标准的疑问或疑虑。OEC 网站 — 请访问 OEC 网站获取各种有关合规问题的答案。* 请点击[这里](https://abbott.sharepoint.com/sites/abbottworld/EthicsCompliance/Pages/Home.aspx)，访问“雅培全球”上的 OEC 网站。

OEC 政策和程序 — 欲了解雅培全球和具体国家/地区的 OEC 政策和程序：* 雅培员工应访问 [iComply](https://icomply.abbott.com/Default.aspx)。

OEC 联系方式 — 我们鼓励您在遇到任何道德和合规问题时联系 OEC，或与 OEC 讨论可能违反我们书面标准或法律法规的事情。* 访问“雅培全球”[OEC 网站](https://abbott.sharepoint.com/sites/abbottworld/EthicsCompliance)上的[联系 OEC](https://abbott.sharepoint.com/sites/abbottworld/EthicsCompliance/About/Pages/Contacts.aspx) 页面。

商业道德合规热线 — 拨打我们的多语言道德与合规[“Speak Up”热线](http://speakup.abbott.com/)，报告您认为可能违反公司价值观和行为准则的行为。该帮助热线每周 7 天、每天 24 小时开通，您可以在线提交问题或者致电与您说同一种语言的接线员。您还可以向 investigations@abbott.com 发电子邮件报告潜在违规行为。 |
| [Screen 56](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=75_C_57) [75\_C\_57](http://www.learnex.co.uk/test/AbbottCarefulCommunication/EN-US/course/index.html?showScreen=75_C_57)  | Quick Reference CardsClick [here](../Translation_Tables/reference/Quick_Reference.pdf) to review summaries of each section of this course.Course TranscriptClick [here](../Translation_Tables/reference/Transcript.pdf) for a full transcript of the course. | 快速参考卡点击[这里](../Translation_Tables/reference/Quick_Reference.pdf)可回顾本课程的各章节摘要。课程脚本点击[这里](../Translation_Tables/reference/Transcript.pdf)可查看本课程的脚本全文。 |
| Screen 57 Activity: Introduction76\_C\_58  | The Knowledge Check that follows consists of 10 questions. You must score 80% or higher to successfully complete this course. If you haven’t done so already, take a few minutes to review the Quick Reference Cards for each section. When you are ready, click the Knowledge Check button. | 随后的知识检查部分含 10 道题。您必须达到 80% 或以上的正确率才能成功通过本课程测验。如果您还没有这样做，请花几分钟查看每个部分的快速参考卡片。做好准备后，请点击**“知识检查”**按钮。 |
| Screen 58Question 1: Scenario77\_C\_59 | When talking about Abbott, its brands, or its products on social media, you should clearly disclose your connection to Abbott. | 当您在社交媒体上谈论雅培、雅培品牌或雅培产品时，您应该清楚地披露您与雅培的关系。 |
| Screen 58Question 1: Options78\_C\_59 | [1] True.[2] False. | [1] 对。[2] 错。 |
| Screen 58Question 1: Feedback79\_C\_59 | When talking about Abbott, its brands, or its products on social media, be sure to clearly disclose your connection to Abbott. This helps ensure that everyone in your social network understands that you have a vested interest in Abbott.For more information about the correct answer, see Section 3.2, Selecting the Right Channel. | 当您在社交媒体上谈论雅培、雅培品牌或雅培产品时，一定要清楚地披露您与雅培的关系。这有助于确保您的社交网络中的每个人都知道您在雅培拥有既得利益。欲了解更多有关正确答案的信息，请参见*第 3.2 节，选择正确的渠道。* |
| Screen 58Question 2: Scenario80\_C\_59 | In order to help ensure the meaning of your message is as clear as possible, you should:Check all that apply. | 为了确保信息的含义尽可能清晰，您应该：请选择所有适用选项。 |
| Screen 58Question 2: Options81\_C\_59 | [1] Use clear, precise, and unambiguous language.[2] Check to make sure you have provided sufficient context.[3] Avoid using legal terms unless you are a lawyer and have been authorized to provide a legal opinion.[4] Avoid the use of emojis and emoticons. | [1] 使用清晰、准确和明确的语言。[2] 检查以确保您提供了足够的背景信息。[3] 避免使用法律术语，除非您是一名律师并获授权提供法律意见。[4] 避免使用表情符号和心情符号。 |
| Screen 58Question 2: Feedback82\_C\_59 | To help ensure the meaning of your message is as clear as possible, you should:* Use clear, precise, and unambiguous language;
* Check to make sure you have provided sufficient context;
* Avoid using legal terms unless you are a lawyer and have been authorized to provide a legal opinion; and
* Avoid the use of emojis and emoticons.

For more information about the correct answer, see Section 2.3, Using Clear, Precise Language | 为了确保信息的含义尽可能清晰，您应该：* 使用清晰、准确和明确的语言；
* 检查以确保您提供了足够的背景信息；
* 避免使用法律术语，除非您是一名律师并获授权提供法律意见；以及
* 避免使用表情符号和心情符号。

欲了解更多有关正确答案的信息，请参见*第 2.3 节，使用清晰、准确的语言* |
| Screen 58Question 3: Scenario83\_C\_59 | When is it appropriate to include personal opinions in business communications? | 在商务沟通中纳入个人意见合适吗？ |
| Screen 58Question 3: Options84\_C\_59 | [1] Never. There is never a place for personal opinions in business communications.[2] Only when communicating face-to-face or via phone.[3] Anytime, as long as you make it clear that you are stating an opinion and not presenting a fact.[4] Only when communicating with close work colleagues. | [1] 绝不。商务沟通中不能有半点个人观点。[2] 只有面对面或电话交谈时可以。[3] 任何时间都可以，只要您清楚地表明您是在陈述观点而不是陈述事实。[4] 只在与亲近的同事沟通时。 |
| Screen 58Question 3: Feedback85\_C\_59 | It is okay to express personal opinions in business communications, as long as you make it clear that you are expressing your opinion and not presenting a fact.For more information about the correct answer, see Section 2.4, Avoiding Presenting Opinions as Facts. | 在商务沟通中表达个人观点是可以的，只要您清楚地表明您是在表达您的观点而不是陈述事实。有关正确答案的更多信息，请参见*第 2.4 节，避免将观点表述为事实。* |
| Screen 58Question 4: Scenario86\_C\_59 | Messages requiring a lot of history and context are best communicated via electronic channels. | 带有大量历史记录和背景的信息，最好通过电子渠道沟通。 |
| Screen 58Question 4: Options87\_C\_59 | [1] True.[2] False. | [1] 对。[2] 错。 |
| Screen 58Question 4: Feedback88\_C\_59 | Messages requiring a lot of history and context are best communicated in real time, either in person or over the phone.For more information about the correct answer, see Section 3.2, Selecting the Right Channel. | 带有大量历史记录和背景的消息，最好通过面对面或电话的方式实时沟通。欲了解更多有关正确答案的信息，请参见*第 3.2 节，选择正确的渠道。* |
| Screen 58Question 5: Scenario89\_C\_59 | Which of the following are pitfalls you should avoid in your business communications?Check all that apply. | 以下哪些是您在商务沟通中应该避免的陷阱？请选择所有适用选项。 |
| Screen 58Question 5: Options90\_C\_59 | [1] Imagining how others are likely to interpret what you are saying.[2] Using secretive and conspiratorial tones.[3] Adjusting your choice of words, tone, and body language to your audience.[4] Using jokes and sarcasm to insert some fun in your communications. | [1] 想象他人可能如何解读您说的话。[2] 使用故作神秘、鬼鬼祟祟的语气。[3] 根据受众调整自己的用词、语气和肢体语言。[4] 用笑话和讽刺来给您的沟通增添一些乐趣。 |
| Screen 58Question 5: Feedback91\_C\_59 | Sarcastic, ironic, and humorous tones are often misinterpreted in business communications.This is especially true in written communications, where visual cues (such as body language) and aural cues (such as vocal inflections) are absent. Misperceptions can also be caused by the use of secretive and conspiratorial tones and language.For more information about the correct answer, see 2.5, Regulating Your Tone. | 在商务环境下的沟通中，使用讽刺、挖苦和诙谐的语气常常会引起误解。尤其是书面文字，因为无法通过文字看到人（如肢体语言）、听到声音（如语气）。沟通中使用故作神秘、鬼鬼祟祟的语气或词汇同样可能造成误解。欲了解更多有关正确答案的信息，请参见*第 2.5 节，调节您的语气。* |
| Screen 58Question 6: Scenario92\_C\_59 | As long as you enable the privacy settings on a social media site, your comments and content will never be viewed by others. | 只要您启用了社交媒体网站上的隐私设置，他人就看不到您的评论和内容。 |
| Screen 58Question 6: Options93\_C\_59 | [1] True.[2] False. | [1] 对。[2] 错。 |
| Screen 58Question 6: Feedback94\_C\_59 | Comments and content originally intended for only family and friends can often be viewed by others on social media, even if your privacy settings are enabled.For more information about the correct answer, see Section 3.2, Selecting the Right Channel. | 即便启用了社交媒体的隐私设置，我们原本只向家人朋友公开的评论和内容，也常会被他人看到。欲了解更多有关正确答案的信息，请参见*第 3.2 节，选择正确的渠道。* |
| Screen 58Question 7: Scenario95\_C\_59 | Which of the following are effective ways of controlling your emotions when communicating?Check all that apply. | 以下哪一种方法是在沟通时控制情绪的有效方法？请选择所有适用选项。 |
| Screen 58Question 7: Options96\_C\_59 | [1] Using neutral language.[2] Avoiding the use of emotionally loaded terms.[3] Never sending a message when you are upset. | [1] 使用中性语言。[2] 避免使用感情用事的词语。[3] 不在难过的时候发信息。 |
| Screen 58Question 7: Feedback97\_C\_59 | It is important to control your emotions when communicating in a business environment:* Always use neutral language.
* Avoid emotionally loaded terms.
* Never send a message when you are upset.

For more information about the correct answer, see Section 2.6, Controlling Your Emotions. | 在商业环境中沟通时，控制情绪很重要：* 始终使用中性的语言。
* 避免感情用事的词语。
* 不在难过的时候发信息。

有关正确答案的更多信息，请参阅*第 2.6 节，控制您的情绪。* |
| Screen 58Question 8: Scenario98\_C\_59 | Which of the following would be appropriate to send via instant messaging? | 下面哪项适合用即时消息发送？ |
| Screen 58Question 8: Options99\_C\_59 | [1] Sales information.[2] An alert of a scheduling conflict.[3] A performance evaluation.[4] Potentially hiring a doctor for an educational event. | [1] 销售信息。[2] 行程冲突警报。[3] 绩效评估。[4] 可能会为教育活动聘请一名医生。 |
| Screen 58Question 8: Feedback100\_C\_59 | Instant messaging (IM) is a great tool that can be used to provide colleagues with updates on our activities, ask a quick question, alert partners of scheduling conflicts, as well as arrange and schedule meetings. IM is not, however, an appropriate channel for creating or transmitting substantive business information, such as sales information, performance reviews, or discussions about whether HCPs should be engaged for services/events.For more information about the correct answer, see Section 3.2, Selecting the Right Channel. | 即时消息 (IM) 很便捷，能够用来向员工更新活动动态、快速提问、提醒业务伙伴时间安排冲突，以及安排、筹划会议等。然而，IM 并不是创建或传递实质性商业信息的合适渠道，例如销售信息、绩效评估或关于是否应该让医疗保健专业人员参与服务/活动的讨论。欲了解更多有关正确答案的信息，请参见*第 3.2 节，选择正确的渠道。* |
| Screen 58Question 9: Scenario101\_C\_59 | Communications related to Abbott business may be conducted using home computers and personal email addresses, provided you are careful not to disclose confidential or proprietary information. | 可以使用家用电脑和私人电子邮件账户处理雅培业务的相关通讯，前提是您小心谨慎，注意防止机密或专有信息泄露。 |
| Screen 58Question 9: Options102\_C\_59 | [1] True.[2] False. | [1] 对。[2] 错。 |
| Screen 58Question 9: Feedback103\_C\_59 | Communications related to Abbott business should only be done via the devices, software, and tools approved by Abbott.For more information about the correct answer, see Section 3. 3, Using the Right Tools. | 雅培的业务相关通讯只能使用雅培批准的设备、软件和工具进行。欲了解更多有关正确答案的信息，请参见*第 3. 3 节，使用合适的工具。* |
| Screen 58Question 10: Scenario104\_C\_59 | Which of the following messages are examples of careful communications:Check all that apply. | 以下哪些信息是谨慎沟通的例子：请选择所有适用选项。 |
| Screen 58Question 10: Options105\_C\_59 | [1] We need to do whatever it takes to get Dr. Smith’s business.[2] Dr. Smith is a key opinion leader in the therapy area and a great communicator. We should make sure he is on our call plans and knows about the benefits of our products.[3] We need to block our competitors.[4] We need to plan for the competition. | [1] 我们需要不惜一切代价获得 Smith 医生的业务。[2] Smith 医生在治疗领域是一位重要的意见领袖，也是一位卓越的沟通者。我们应该确保他参与我们的通话计划，并了解我们产品的好处。[3] 我们需要阻止我们的竞争对手。[4] 我们需要为竞争制定计划。 |
| Screen 58Question 10: Feedback106\_C\_59 | Careful communication requires the use of clear, concise, unambiguous language. The statement, “We need to do whatever it takes to get Dr. Smith’s business,” is vague and open to potential negative interpretations. You should consider rephrasing using clear, unambiguous language: “Dr. Smith is a key opinion leader in the therapy area and a great communicator. We should make sure he is on our call plans and knows about the benefits of our products.” Likewise, the statement, “We need to block our competitors,” could be misconstrued as a restriction of trade. A more precise, less ambiguous statement is, “We need to plan for the competition.”For more information about the correct answer, see Section 2.3, Using Clear, Precise Language. | 谨慎沟通需要使用清晰、简洁、明确的语言。“我们需要不惜一切代价获得 Smith 医生的业务”这句话含糊不清，可能招致负面解读。您应该考虑使用清晰、明确的语言来重新设计措辞：“Smith 医生在治疗领域是一位重要的意见领袖，也是一位卓越的沟通者。我们应该确保他参与我们的通话计划，并了解我们产品的好处。” 同样，“我们需要阻止我们的竞争对手”的说法也可能被误解为行业限制。更准确、更明确的说法是：“我们需要为竞争制定计划。”欲了解更多有关正确答案的信息，请参见*第 2.3 节，使用清晰、准确的语言* |
| Screen 58 107\_C\_59  | All questions remain unanswered | 所有问题均未回答 |
| Screen 59 Activity: Overall Feedback108\_C\_60  | No results are available, as you have not completed the Knowledge Check.Congratulations! You have successfully passed the Knowledge Check and completed the course.Please review your results below by clicking on each question.Once you are done, you must click the Exit [X] button in the course title bar before closing your browser window or browser tab.Sorry, you did not pass the Knowledge Check. Take a few minutes to review your results below by clicking on each question.When you are done, click the Retake Knowledge Check button. | 您尚未通过知识检查，无法查看结果。恭喜！您已顺利通过知识检查，并成功完成课程！请点击问题，在下方查看您的测验结果。完成后，在关闭您的浏览器窗口或浏览器标签之前，须点击课程页面上方标题栏中的**退出 [X]** 按钮。抱歉，您未通过知识检查。请点击各个问题，在下方查看您的测验结果。完成后，请点击**重新进行知识检查**按钮。 |
| 109\_toc\_1 | Introduction | 介绍 |
| 110\_toc\_2 | Welcome | 欢迎 |
| 111\_toc\_3 | Objectives | 目的 |
| 112\_toc\_4 | Tutorial | 指南 |
| 113\_toc\_5 | Crafting Your Message Carefully | 谨慎起草您的信息 |
| 114\_toc\_6 | Overview | 概述 |
| 115\_toc\_7 | Considering Your Audience | 考虑您的受众 |
| 116\_toc\_8 | Using Clear, Precise Language | 使用清晰、准确的语言 |
| 117\_toc\_9 | Avoiding Presenting Opinions as Facts | 避免将观点表述为事实 |
| 118\_toc\_10 | Regulating Your Tone | 调节自己的语气 |
| 119\_toc\_11 | Controlling Your Emotions | 控制自己的情绪 |
| 120\_toc\_12 | Crafting Your Message Carefully: Quick Reference | 谨慎起草您的信息：快速参考 |
| 121\_toc\_13 | Managing Communications Responsibly | 负责任地管理沟通 |
| 122\_toc\_14 | Overview | 概述 |
| 123\_toc\_15 | Selecting the Right Channel | 选择合适的渠道 |
| 124\_toc\_16 | Using the Right Tools | 使用合适的沟通工具 |
| 125\_toc\_17 | Where to Go for Support | 到何处获取支持 |
| 126\_toc\_18 | Managing Communications Responsibly: Quick reference | 负责任地管理沟通：快速参考 |
| 127\_toc\_19 | Resources | 资源 |
| 128\_toc\_20 | Where to Get Help | 获取帮助的途径 |
| 129\_toc\_21 | Reference Material | 参考资料 |
| 130\_toc\_22 | Knowledge Check | 知识检查 |
| 131\_toc\_23 | Introduction | 介绍 |
| 132\_toc\_24 | Knowledge Check | 知识检查 |
| 133\_toc\_25 | Question 1 | 问题 1 |
| 134\_toc\_26 | Question 2 | 问题 2 |
| 135\_toc\_27 | Question 3 | 问题 3 |
| 136\_toc\_28 | Question 4 | 问题 4 |
| 137\_toc\_29 | Question 5 | 问题 5 |
| 138\_toc\_30 | Question 6 | 问题 6 |
| 139\_toc\_31 | Question 7 | 问题 7 |
| 140\_toc\_32 | Question 8 | 问题 8 |
| 141\_toc\_33 | Question 9 | 问题 9 |
| 142\_toc\_34 | Question 10 | 问题 10 |
| 143\_toc\_35 | Feedback | 反馈 |
| 144\_string\_1 | The Course cannot contact the LMS. Click 'OK' to continue and review the course. Note, Course Certification may not be available. Click 'Cancel' to exit  | 本课程无法联系 LMS。点击“确定”继续复习本课程。注意：课程认证可能不可用。点击“取消”退出  |
| 145\_string\_2 | All questions remain unanswered | 所有问题均未回答 |
| 146\_string\_3 | Questions | 问题 |
| 147\_string\_4 | Question | 问题 |
| 148\_string\_5 | not answered | 未回答 |
| 149\_string\_6 | That's correct! | 正确！ |
| 150\_string\_7 | That's not correct! | 不正确！ |
| 151\_string\_8 | Feedback:  | 反馈： |
| 152\_string\_9 | Careful Communication | 谨慎沟通 |
| 153\_string\_10 | Knowledge Check | 知识检查 |
| 154\_string\_11 | Submit | 提交 |
| 155\_string\_12 | Retake Knowledge Check | 重新进行知识检查 |
| 156\_string\_13 | Course Description: Careful communication is key to building, maintaining, and protecting Abbott’s reputation. The aim of this course is to demonstrate how language, tone, and emotion play a significant role in how business communications are received and interpreted, and to provide guidance on how to select the most appropriate channel and tools to communicate your message. This course will take approximately 35-40 minutes to complete. | 课程描述：谨慎沟通是建立、维护和保护雅培声誉的关键。本课程的目的是展示语言、语气和情绪在如何接受和解读商务沟通中扮演重要角色，并指导如何选择最合适的渠道和工具来沟通您的信息。完成本课程大约需要 35-40 分钟。 |
| 157\_string\_14 | Table of Contents | 目录 |
| 158\_string\_15 | Where to Get Help | 获取帮助的途径 |
| 159\_string\_16 | Reference Material | 参考资料 |
| 160\_string\_17 | Audio | 音频 |
| 161\_string\_18 | Exit | 退出 |
| 162\_string\_19 | Close | 关闭 |