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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. | 在當今的業務環境中，人們 24 小時全天候與全球連結，溝通比以往任何時候都更顯重要。  本課程將會解釋可供我們採用的一些簡單步驟，方便我們以符合道德、負責任且專業的方式進行溝通。 |
| [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. | 在完成本課程之後，您將能夠：   * 使用清晰、精準、不含糊的語言進行業務溝通； * 調整您的語調以及情緒以免造成誤解； * 為您的訊息選用最適宜的傳送管道；並且 * 了解何處可取得幫助與支援。   本課程的學時約為 35 到 40 分鐘。 |
| [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. | 畫面上方的圖示提供快速存取關鍵資源的捷徑：   * 目錄、 * 重要聯絡資訊及 * 參考資料。   此外，您可以使用「離開」圖示來關閉課程視窗。 |
| [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. | 有幾個功能來協助引導您學完本課程：   * 「向前」和「向後」的箭頭讓您可以在各個畫面間移動。 * 畫面底部的水平滑動欄可讓您了解自己的課程進度。 * 目錄則讓您能在不同章節中移動。 |
| [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 Check  Once 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. | 知識測驗  在您完成本課程內容後，必須再完成 10 道問題的知識測驗。  知識測驗可以隨時進行，透過按一下「目錄」圖示，然後選擇「知識測驗」即可進行。 |
| [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. | 在本章節，我們將解釋，為什麼在溝通時總是必需考慮到您的溝通對象。  我們將會展示言詞、語氣以及情緒在您的訊息被接收以及釋義時如何扮演重要的角色。 |
| [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. | 在業務環境中謹慎溝通，需要我們考慮其他人可能會如何理解我們所說的話。  這需要我們認知到其他人的信仰、經驗、背景以及身分有別於我們自身。 |
| [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. | 謹慎的溝通，不只是避免說出冒犯或是歧視性的言詞，或是阻止自己發表不寬容或有威脅性的言論。  它還涉及到，當您自以為您所說的再清楚不過了，但對別人來說未必如此。 |
| [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. | 有一個思考溝通的好方法，就是想像兩個人面對面交談。  在最基本的層面上，溝通意味著有發送訊息者、訊息以及接收訊息者。 |
| [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. | 當我們溝通，我們常常假設我們的訊息及其意思是完全一樣的。  可惜的是，情況常常並非如此，因為訊息的意思可能有多種多樣的解釋。 |
| [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? | 在溝通前總是考慮到您的溝通對象。  要想像他人可能如何解讀我們的言語，並且從而調整所用的字詞、語氣以及肢體語言。  按一下每個圖示，了解當您在業務環境中溝通時應該要考慮的問題。  是內部還是外部對象？  該對象是否說同一種語言？  是針對一個人還是一群人？  是針對客戶嗎？  您是在與您的經理或是同事溝通嗎？ |
| [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. | 謹慎溝通需要使用清晰、精簡、不含糊的語言。 |
| [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. | 您可能自以為您所說的再清楚不過了，但對您的對象來說未必如此。  書面溝通時這種風險會增加，在此狀況下回饋不總是即時的，並且很難判斷是否收到預期的訊息。 |
| [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! | 想像一下……  一個國家的經理對其員工發送了一封群組郵件：  我們要加強這個產品的銷售量。我們的業績遠遠不如預期。因此，我要你們不擇手段的確保本月業績目標的達成。  錯誤！  正確！  部分正確！ |
| [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 | 您認為，這條訊息是否可能給公司造成風險？  [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. | 雖然國家經理的意圖大概不是要鼓勵非法手段，實際上「我要你們不擇手段的確保本月業績目標的達成」這段話十分含糊，很可能引起多種解讀。  舉例來說，若有一名員工違反了公司政策去簽署合約，該員工可以用這封郵件指稱經理同意他不擇手段地獲得業績。 |
| [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. | 這裡有個簡單的技巧，幫助讓您訊息的意思盡可能清清楚楚。 |
| [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，考慮您的用詞。  確定您所用的字詞清楚、精準並且不含糊。簡單來說，就是要選用簡單易懂的字詞。 |
| [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，確保您有提供充分的語境。  透過提供適當的語境，您可以避免混淆以及歧義。  舉例來說，如果您提到某人或某事，確保您提供足夠的資訊來確保您所說的*誰*或*事情*是清楚的。 |
| [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，避免使用法律術語。  無意中使用法律用語有可能產生嚴重的後果。除非您是律師，並且獲得授權提供法律建議，否則一律避免使用像是「輕忽」、「非法」、「魯莽」或「有責任」等法律術語。這些術語可能會改動您訊息的真正意思。這些可以被第三方在訴訟中釋譯為和/或用作對責任的承認。 |
| [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! | 想像一下……  一位教育訓練經理就新產品培訓中的虛擬研討會發郵件給同事。  針對這個產品所舉行的訓練真是不可思議。根本什麼都學不到。真是過失！  錯誤！  正確！  部分正確！ |
| [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 | 您覺得這位教育訓練經理想要表達的是什麼呢？  [1] 其試圖說所觀察到的這個培訓辦得不怎麼好。  [2] 其試圖說此培訓不符合法律要求的最低標準。  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. | 這個教育訓練經理想要說的是，根據他的觀察，他認為這個培訓辦得不怎麼好。使用「失職」這樣的詞語，可能會讓他人解讀成法律意見，覺得此培訓不符合法律要求的最低標準。第三方可能會用此類溝通來辯稱亞培的培訓不足，並且公司違反了法律。 |
| [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. | 最後，避免使用表情符號或是情緒圖示。  雖然說表情符號以及情緒圖示常常被認為是無害又好玩，但在不同文化以及社會環境中其可能有不同的意涵。這可能在業務溝通中導致嚴重誤解。 |
| [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. | 謹慎溝通也要避免假設以及將意見當作事實來陳述。  這不是說您不能推測事情。這提及的是，您在做推測時，您需要清楚表示這是您的看法，而不是在說一個事實。  舉例來說，在私人環境下向朋友說出這樣的話可能沒什麼害處：「⋯⋯ X 公司將在幾年內倒閉。」 但若是在業務環境下，這樣的推測可能會被誤解為事實或是消息靈通的結論。之後這還有可能成為業務決策的依據 - 而這可能帶來不幸的後果。 |
| [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! | 想像一下……  一個區域業務經理聽到了有關某個研發中的新產品遇到品質問題的傳言。這位經理後來參加了一個會議，會議上宣佈新產品的發佈將延期。會議結束後，該經理發簡訊給同事：  剛剛聽說…… 他們二度取消發佈。新產品有重大品質問題！  答對了一部分！  正確！  部分正確！ |
| [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 | 根據這條簡訊，您認為下列陳述何者正確？  [1] 發佈被取消了。  [2] 新產品有品質問題。  [3] 兩者皆是。  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. | 大多數的人會認為兩個選項都是對的 - 發佈取消，並且取消是由新產品的「品質問題」所引起。  然而，實情是該業務經理完全不知道延期的原因。此經理假設發佈的取消是因為（有謠言說）有品質問題，因此將此假設當作事實說了出去。 |
| [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. | 我們如何陳述跟我們陳述的內容究竟是什麼同樣重要。  在溝通時用錯語氣，可能造成他人誤解了您訊息的意思、影響觀感，同時讓人誤會我們的意圖。 |
| [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! | 想像一下……  業務代表剛剛完成與客戶的協商，在離開客戶辦公室後在社群網站上張貼了一篇譏諷語氣的貼文：  天阿！客戶 X 剛剛重新裝潢了他們的辦公室。真的是差別很大。笑死人了！他們一定以為橘色代替黑色成為經典色！  錯誤！  正確！  部分正確！ |
| [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 | 接下來想像一下這篇貼文在網路上廣為流傳。您認為亞培客戶以及公眾會有什麼反應？  [1] 他們會在妄下結論前等待亞培官方說法。  [2] 他們不會對這個業務代表這麼快下定論，理解這是一個笑話。  [3] 看到亞培員工如此不專業的態度，他們會感到震驚。  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. | 就算業務代表只是開個玩笑，不認識此人或不了解情況的人們很容易認為客戶的裝潢品味被人嘲笑了。 |
| [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. | 在業務溝通上，譏諷、挖苦與開玩笑的語氣容易引起誤會。  這在書面溝通上尤其顯著，因為書面溝通缺乏了視覺提示（如肢體語言）以及語調提示（如語調轉折）。 |
| [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. | 使用神秘以及陰謀性的語氣與語言亦可能造成誤會。  舉例來說，「不要告訴任何人」、「你一定不會相信，但是」或是「我只告訴你」這樣的句子，會讓一個完全適宜的活動顯得不妥或不合法。 |
| [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! | 想像一下……  一政府官員正在調查一間受詐欺指控，據指稱隱瞞其產品負面資訊的醫療照護公司。  在調查過程中，該官員發現了該公司一名研究員發給其同事的電子郵件：  關於我之前跟你說的那件事，我們兩個人知道就好。如果洩露出去後果不堪設想。  錯誤！  正確！  部分正確！ |
| [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 | 考量到詐欺的指控，您認為這個個人的行動是否會被進一步調查呢？  [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. | 雖然這位研究員也許並未牽涉任何欺詐活動或隱瞞事件，其電郵中神秘且陰謀性的語氣給予他人這般印象。  事實上，這封電郵是在討論私人事務，但因為語氣與用詞遣字的關係，該研究員可能會遭受指控。 |
| [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. | 我們在溝通時是否具備控制自己情緒的能力，有可能大大影響他人對我們所說內容的解讀，並最終影響到他人對我們的看法。 |
| [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. | 雖然有時候我們可能覺得有理由向工作同事或是業務夥伴發洩或抱怨，但是保持健康的工作環境很重要。  就算這樣的情緒爆發很短暫，您的同事有可能在您情緒平息久久之後都還記得。 |
| [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. | 在回應他人之前務必花點時間確保自己心平氣和。  在心情暴躁的時候絕不要發簡訊。反而要將訊息作為草稿存一段時間，重新閱讀後再予調整，或是考慮其根本不宜發出。 |
| [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. | 以下是在溝通時調節情緒的其他一些方法。  使用中性語言。舉例來說，使用「狀況」而非「問題」，或是「挑戰」而非「災難」來讓事情更加客觀，更少帶有情緒。  避免情緒化用詞，例如「愚蠢」、「懶惰」或是「危險」。像這樣的用詞容易被斷章取義。  最後，如果對於想要溝通的事情有所疑慮，請向同事或是您的經理諮詢意見。 |
| [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 tone  How 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. | 在業務環境中謹慎溝通需要我們考慮其他人可能會如何理解我們所說的話。  使用清晰、精準、不含糊的語言   * 選用簡單易懂的字詞。 * 確保您有提供充分的語境。 * 避免使用法律術語，除非您是律師，並且獲授權提供法律建議。 * 避免使用表情符號或是情緒圖示。 * 避免假設以及將意見當作事實來陳述。   調整您的語氣  我們如何陳述跟我們陳述的內容究竟是什麼同樣重要：   * 在業務溝通上，譏諷、挖苦與開玩笑的語氣容易引起誤會。 * 使用神秘以及陰謀性的語氣與語言亦可能造成誤會。   控制您的情緒   * 在回應他人之前務必花點時間確保自己心平氣和。 * 使用中性語言。 * 避免使用帶有情緒的字眼。 |
| [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. | 您將在此章節中學習如何選用最適合的管道以及工具來溝通您的訊息。 |
| [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. | 您用來溝通的管道對於構思以及傳達我們的訊息有顯著影響。  這也決定了在構思出訊息之後，我們對其有多大的控制。 |
| [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. | 針對溝通特定類型資訊來說，某些媒介會較其他媒介有效而適宜。 |
| [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. | 舉例來說，電子郵件對於建立並傳遞日常業務資訊是非常優異的管道。  其速度與便利性令其對於回答客戶查詢、提供同事專案最新消息，以及發送提案與報告等來說都是很好的工具。  然而電子郵件卻不宜用來分享具專有性質的高度機密資訊。 |
| [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. | 具有高度機密性質的訊息，或者需要提供大量背景資訊的訊息，最適合即時進行面對面的溝通或者透過電話進行溝通。  在溝通時切記思考您所分享之資訊的類型、接收該資訊的對象為何，以及用來溝通的最佳管道為何。 |
| [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. | 即時通訊（instant messaging, IM）以及簡訊（text messaging, TM）亦是十分受歡迎的溝通型態，在業務活動上也愈發頻繁的被利用。  即時通訊及簡訊在用於為同事提供關於我們活動的最新更新、問個簡單問題、提醒夥伴議程問題以及安排和規劃會議時是個很好的工具。然而，IM 及 TM 卻並非建立或傳輸重要業務資訊，比如銷售資訊或績效評估的適切管道。 |
| [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. | 像是電話會議以及視訊會議等的虛擬會議越來越常用。  這為我們提供了管理遠距團隊、進行互動示範等的理想方式。雖然虛擬會議有多項優點，這也帶來了一些挑戰和風險。舉例來說，虛擬會議和面對面會議相較之下，溝通不是這麼的安全，因為面對面會議通常是閉門進行的。因此，這不太適宜用於討論或是分享敏感的或是機密的資訊。 |
| [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. | 社群媒體可能是所有溝通管道中最有動態性的。  其為我們提供一個與客戶、消費者、病患、其他亞培員工，以及公眾直接在線上互動、合作以及分享資訊的獨特機會。這樣的機會也帶來了一個大挑戰。由於在社群媒體上的互動很快速且呈動態，並很有可能廣為流傳，因此資料、觀點以及意見可能快速升溫、洩漏或被誤解。因此，不適當的社群媒體使用可能對亞培的聲譽構成風險。 |
| [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. | 務必認識到，我們用於溝通的管道對於如何構思以及傳達我們的訊息是有影響的，這很重要。  這在數位溝通上尤其顯著，這種型式的溝通我們往往：   * 快速回應訊息， * 語氣較不正式，且 * 對於用詞遣字較不注意。 |
| [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. | 使用數位媒體有時候會造成我們並未意圖傳達的話語脫口而出，與不當對象分享資訊，或者表達可能冒犯他人的意見。  這不代表如果電子郵件、即時通訊、虛擬會議或是社群媒體是最適當或是最有效的管道時我們不應該使用它們，而是我們在使用這些媒體時應該要多加注意。  按一下謹慎溝通按鈕以暸解更多。 |
| [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 COMMUNICATION  Before 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? | 謹慎溝通  在發送電子郵件前，您應該再三讀取自己所撰寫的內容並且自問：   * 我是否用了適當的字詞？ * 我是否維持了專業的語氣？ * 內容是否清楚明白？ * 我所想要分享的資訊是否與我所想要分享的對象確實相關？ |
| [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. | 在選擇管道前，我們亦應當思考我們的訊息建立後，我們掌握的控制力有多少。 |
| [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. | 我們在以電子媒介溝通時，往往低估了公開揭露的範圍。  電子郵件可能遭受誤發或者發送給錯誤對象。  訊息可以轉發給他人。  網路貼文很容易廣為流傳。 |
| [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. | 我們忘卻網路可謂無遠弗屆，而一旦按下發送按鈕，我們對該訊息的掌握也就此終止。  這可能導致資訊、觀點與意見快速升溫、吸收或被曲解。 |
| [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. | 我們也常常忘記數位溝通是一輩子的事。  亞培對於文件保留與銷毀雖然有著嚴格的規則，其他公司未必如此。這也意味著，您大學時期在那個冷門網站上張貼的意見可能今日還在網路上流傳。 |
| [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. | 最後，我們應謹記分享個人意見以及資訊，尤其是那些在社群網站上分享的，可能對我們的專業生活、我們的公司、我們的客戶、我們的利益相關者以及我們的患者有負面的影響。  舉例來說，我們應該注意在使用社群媒體時，我們的個人與業務身份可能有重疊的現象。即使啟用了隱私設定，原本僅是給家人和朋友的意見和相關評論，也可能被他人看到。 |
| [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. | 由於社群媒體為亞培以及其利益相關者帶來更高的風險，因此制定了一個在本公司內外均適用於所有社群媒體使用者的《社群媒體指南》。  按一下每個面板以了解更多。 |
| [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 Medium  Understand the Medium  Follow 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] 了解媒體  了解媒體  遵守每個平台的使用條款，並且確保您可以跟上隨時可能發生的變動。除此之外，了解與您互動的線上社群的文化，以及您的目標對象是如何溝通的。 |
| [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 Transparent  Be Transparent  When 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] 透明  透明  當您在討論亞培、其品牌或是其產品時，請確保在您的貼文中清楚說明您與亞培的關係。這可以確保在您社群網路的每個人了解到，您在亞培有既得利益。  披露您與亞培的關係時，請使用如下聲明：  「看看我公司的新⋯⋯」  「我在亞培工作，對我們的新廣告活動感到超興奮。」  「超愛我公司的新⋯⋯」  您也可以在貼文的底部使用主題標籤來披露您與亞培的關係，例如：  #IWorkAtAbbott（我在亞培工作）  #ProudToBeAbbott（驕傲亞培人） |
| [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 Judgment  Respect Others and Use Sound Judgment  Be 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] 尊重他人並且使用合理的判斷  尊重他人並且使用合理的判斷  尊重您預期（以及非預期）對象及其觀點。請記住，網路無國界。當地的發文以及評論，可能有全球影響，反之亦然。  避免使用種族毀謗字眼、淫穢或是任何會違反亞培政策的語言或動作。還要避免對任何人或是任何事，包括競爭對手或其產品做出貶損或是虛假的聲明。  當考慮是否回應在亞培外部社群網站管道的負面評論時，請諮詢公共關係部。 |
| [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 Post  Pause Before You Post  Speak 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] 發文前請暫停  發文前請暫停  誠實發言，並且遵守關於我們可以對我們的業務和產品發表怎樣的言論之所有當地法律以及法規。不對我們的產品提出虛假或是誤導性或是藥品仿單標示外的聲明，並且對您所在國家沒有銷售的產品不要做出評論或分享內容。 |
| [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 Respond  Let the Experts Respond  If 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] 由專家來回應  由專家來回應  如果您不是亞培官方發言人，請勿回應與亞培公司立場相關的評論或是媒體詢問。亞培僅透過指定發言人來回覆評論或媒體詢問。如有疑問，請尋求進一步指引並且轉達給公共關係部。  請不要忘記，就算是您以個人身分使用社群媒體，人們也可能認為您在代表亞培發言。因此，請隨時澄清哪些是您自己的評論。當您分享亞培官方資料內容時，請避免給人一種您是亞培官方發言人的假象。 |
| [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 Information  Protect Privacy and Confidential Information  Never 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] 保護隱私以及機密資訊  保護隱私以及機密資訊  未經許可，絕不分享個人資訊，比如，他人的名字、地址、電話號碼、身分證字號、電子郵件或信用卡資料等。  切勿分享敏感的和機密的資訊，例如商業機密、個人身份資訊以及智慧財產。  未經許可，卻勿使用或發佈屬於亞培或其他方的版權、商標、宣傳權以及其他資料。  請記住，就算網站上有隱私權設定，訊息還是可能被人看到並且被人分享。  若您建立或是控制亞培贊助的社群媒體論壇、請諮詢法務部以確保您遵守所有關於 cookies 以及線上追蹤的法律。 |
| [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 Share  Use Care with What You Share  Guard 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] 謹慎處理您分享的內容  謹慎處理您分享的內容  保護您的密碼，不發佈您的個人身分認證資訊，並且學會使用隱私設定。  請勿於社群媒體網站上使用您的亞培電子郵箱以及密碼。攻擊者可能會竊取您的登入資料，並且用此資料來存取亞培的系統。  絕不發佈您的個人身分認證資訊（包括生日、住址或電話號碼），這可能會被人用來竊取您的身分或是對您和您的聯絡人進行社會工程攻擊。  學會如何配置社群媒體平台的隱私權設定，並且閱讀其隱私聲明來了解公司將如何分享您的資訊。  只和您認識的人交朋友。 |
| [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 Laws  Always Follow Company Policies and Local Laws  When 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] 始終遵守公司政策以及當地法律  始終遵守公司政策以及當地法律  當您在社群媒體上談論亞培 - 不論是以工作名義或是以私人名義 - 請遵守亞培《業務行為準則》、亞培政策以及適用的所有當地法律。  關於社交媒體治理，請參考《外部社群媒體政策 (MKT05)》以及「品牌資源中心」。  這些資源以及其他資源的連結可以在本課程的「資源」章節找到。 |
| [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. | 最後，請隨時注意，任何時候您在任何媒體上溝通，無論是撰寫電子郵件、回覆簡訊或是在社群媒體上發貼文，您都是在建立一個記錄。  在您溝通之前，請暫停一下，想一想，並且自問：這真的是我想表達的嗎？再者，這是最佳的表達方式嗎？ 確保您所說的內容以及你所說的方式符合亞培政策。 |
| [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. | 在溝通時採用亞培核可的工具與軟體，亦是確實管理您溝通的重要關鍵。 |
| [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. | 總是以負責任的態度來使用這些工具和軟體，並且遵守適用的法律、亞培《業務行為準則》以及亞培政策。  關於如何保護您的溝通內容的更多資訊，請前往亞培全球網站上的訊息安全以及風險管理部（Information Security and Risk Management，ISRM）的網站。 |
| [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. | 若您針對收自另一名亞培員工、事業夥伴、客戶、或任何與亞培相關其他人士之溝通內容有疑問或疑慮，最好先跟您的經理討論。  您的經理對您，以及工作環境均有所了解，並且對議題有密切關係性。  您可向道德合規辦公室（Office of Ethics and Compliance，OEC）或法務部、人力資源部或公共關係部報告您的疑慮，或者致電亞培支援多語言、全球全天候開放的「道德與法令遵循熱線」。 |
| [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. | 若您對保護您自己以及亞培免受潛在網路安全風險方面有任何疑問，請與訊息安全以及風險管理部（ISRM）聯絡。  有關以上資源的連結，請參考本課程的「資源」章節。 |
| [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 communications  Email 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 communications  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.  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 conferences  Virtual meetings offer multiple benefits, but they are not suitable for discussing or sharing sensitive or confidential information.  Social media  Social 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 tools  Always use Abbott-approved tools and software.  Getting support  If 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). | 針對溝通特定類型資訊來說，某些媒介會較其他媒介有效而適宜。  電子郵件溝通  電子郵件對於建立並傳遞日常業務資訊是非常優異的管道。電子郵件不宜用來分享具專有性質的高度機密資訊。  面對面的溝通  具有高度機密性質的訊息，或者需要提供大量背景資訊的訊息，最適合即時進行面對面的溝通或者透過電話進行溝通。  即時通訊（IM）和簡訊（TM）  即時通訊及簡訊在用於為同事提供關於我們活動的最新更新、問個簡單問題、提醒夥伴議程問題以及安排和規劃會議時是個很好的工具。IM 及 TM 並非建立或傳輸重要業務資訊的適切管道。  電話會議以及視訊會議  虛擬會議有許多益處，但他們不適宜用以討論或是分享敏感的或是機密的資訊。  社群媒體  社群媒體為我們提供了在線上直接互動、合作以及分享資訊的獨特機會。但是，由於在社群媒體上的互動很快速且呈動態，並很有可能廣為流傳，因此資料、觀點以及意見可能快速升溫、洩漏或被誤解。  亞培核可的工具  總是使用獲亞培核可的軟體與工具。  取得支援  如果您對於一類溝通有任何疑問或是疑慮，請與您的經理或道德合規辦公室、法務部、人力資源部或公共關係部的同事討論。若您對保護您自己以及亞培免受潛在網路安全風險方面有任何疑問，請與訊息安全以及風險管理部（ISRM）聯絡。 |
| [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) | Manager  If 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 Affairs  Contact 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.   Legal  Contact 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](mailto:investigations@abbott.com) to report a potential violation. | 經理  若您針對您自己的溝通內容，或收自另一名亞培員工、業務夥伴、客戶、或任何與亞培相關其他人士之溝通內容有疑問或疑慮，最好是先與您的經理探討。  公共關係部  若您對公司就您在亞培工作期間之內外部溝通的期望有疑問，請與公共關係部代表聯繫。  公共關係部網站   * 按一下[此處](https://abbott.sharepoint.com/sites/abbottworld/PublicAffairs/Pages/Home.aspx?icid=AW_MN_ORG_PublicAffairs)前往位於亞培全球的公共關係部網站。   公共關係政策及程序   * 按一下[此處](https://abbott.sharepoint.com/sites/abbottworld/PublicAffairs/Pages/Home.aspx?icid=AW_MN_ORG_PublicAffairs)前往位於亞培全球的全球政策入口網站以取得與溝通相關的政策及程序。   社群媒體資源中心   * 按一下[此處](https://abbott.sharepoint.com/sites/crp-irpa/smrc)前往位於亞培全球的社群媒體中心，以取得可幫助引領您在亞培使用社群媒體的工具。*外部社群媒體政策 (MKT05)* 可在社群媒體資源中心內找到。   人力資源部 (HR)  聯繫人力資源部代表來解答員工相關問題，這包括您對於其他亞培員工或與亞培相關人士與他人互動的相關疑慮。  人力資源部網站   * 按一下[此處](http://myhr.abbott.com/)前往位於亞培全球的 myHR 入口網站。   人力資源政策及程序 - 以下全球人力資源政策描述了工作場所禁止的行為：*工作場所騷擾 (C-111)* 以及*暴力 (C-113)*。   * 按一下[此處](https://abbott.sharepoint.com/sites/myhr/US-EN/pages/global-hr-policies.aspx)存取位於亞培全球的上述政策。   法務部  對溝通疏忽的法務疑問或疑慮請聯絡法務部。  法務部網站   * 按一下[此處](https://abbott.sharepoint.com/sites/abbottworld/Legal)前往位於亞培全球的法務部網站。法務部網站上的[法律保留資訊](https://abbott.sharepoint.com/sites/abbottworld/Legal/LHO/Pages/default.aspx)頁面提供了員工就法律保留命令（LHO）符合規範之重要資訊。   法務政策和程序 - 關於機密資訊、反壟斷以及其他法律事務，請參考法務政策和程序中的要求。   * 按一下[此處](https://abbott.sharepoint.com/sites/abbottworld/GlobalPolicy/Pages/Home.aspx?icid=AW_MN_RES_GlobalPolicies)前往位於亞培全球的全球政策入口網站以取得與法務相關的政策及程序。   資訊治理資源   * 有關重要政策、程序以及資訊和記錄管理的相關資源，亞培員工應該前往位於亞培全球的[資訊治理](https://abbott.sharepoint.com/sites/abbottworld/infogov)網站。   道德合規辦公室 (OEC)  OEC 是全球資源，可解決您有關公司價值觀與操守標準之相關疑問或顧慮。  OEC 網站 - 造訪 OEC 網站，取得各種合規問題的解答。   * 按一下[此處](https://abbott.sharepoint.com/sites/abbottworld/EthicsCompliance/Pages/Home.aspx)，前往位於亞培全球的 OEC 網站。   OEC 政策和程序 - 尋找我們公司的全球以及特定於各國的 OEC 政策與程序：   * 亞培員工應造訪 [iComply](https://icomply.abbott.com/Default.aspx)。   OEC 聯絡人 - 您有任何道德與合規相關疑問時，或欲討論可能違反我們書面標準、法律或法規的相關疑慮時，鼓勵您請隨時聯繫 OEC。   * 請造訪亞培全球 [OEC 網站](https://abbott.sharepoint.com/sites/abbottworld/EthicsCompliance)上的[聯絡 OEC 頁面](https://abbott.sharepoint.com/sites/abbottworld/EthicsCompliance/About/Pages/Contacts.aspx)。   道德與法令遵循熱線 - 造訪多語言的道德與法令遵循[「暢所欲言」熱線](http://speakup.abbott.com/)，以通報您對潛在違反本公司價值觀與標準規範的疑慮。此熱線 24 小時有人接聽且全年無休，讓您可以透過網路或是與和您使用同一種語言的接線員通話來提出您的疑慮。您也可以透過電子郵件報告潛在違反事項，電子郵件地址是：[investigations@abbott.com](mailto:investigations@abbott.com)。 |
| [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 Cards  Click [here](file:///C:\Users\LIUMX38\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\PCGL0YZN\reference\Quick_Reference.pdf) to review summaries of each section of this course.  Course Transcript  Click [here](file:///C:\Users\LIUMX38\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\PCGL0YZN\reference\Transcript.pdf) for a full transcript of the course. | 快速參考卡  按一下[這裡](file:///C:\Users\LIUMX38\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\PCGL0YZN\reference\Quick_Reference.pdf)，以查閱本課程各個章節的摘要。  課程證明  按一下[這裡](file:///C:\Users\LIUMX38\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\PCGL0YZN\reference\Transcript.pdf)，取得課程的完整證明。 |
| Screen 57  Activity: Introduction  76\_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. | 以下的知識測驗由 10 個問題組成。為了成功完成本課程，您的得分必須為 80% 或更高。若您還未準備好，請花幾分鐘時間回顧一下每一章節的快速參考卡（Quick Reference Card）。準備好後，按一下**知識測驗**按鈕。 |
| Screen 58  Question 1: Scenario  77\_C\_59 | When talking about Abbott, its brands, or its products on social media, you should clearly disclose your connection to Abbott. | 當您在社群媒體上談論亞培、其品牌或是其產品時，您應該清楚說明您與亞培的關係。 |
| Screen 58  Question 1: Options  78\_C\_59 | [1] True.  [2] False. | [1] 正確。  [2] 錯誤。 |
| Screen 58  Question 1: Feedback  79\_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. | 當您在社群媒體上談論亞培、其品牌或是其產品時，務必清楚說明您與亞培的關係。這可以確保在您社群網路的每個人了解到，您在亞培有既得利益。  想了解更多有關正確答案的資訊，請參閱*第 3.2 節「選擇正確的管道」*。 |
| Screen 58  Question 2: Scenario  80\_C\_59 | In order to help ensure the meaning of your message is as clear as possible, you should:  Check all that apply. | 為幫助確保您訊息的真實意思盡可能清晰，您應該：  請選擇所有適用選項。 |
| Screen 58  Question 2: Options  81\_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、精準、不含糊的語言。  [2] 確保您有提供充分的語境。  [3] 避免使用法律術語，除非您是律師，並且獲授權提供法律建議。  [4] 避免使用表情符號或是情緒圖示。 |
| Screen 58  Question 2: Feedback  82\_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 | 為幫助確保您訊息的真實意思盡可能清晰，您應該：   * 使用清晰、精準、不含糊的語言； * 確保您有提供充分的語境； * 避免使用法律術語，除非您是律師，並且獲授權提供法律建議；以及 * 避免使用表情符號或是情緒圖示。   想了解更多有關正確答案的資訊，請參閱*第 2.3 節「使用清晰、精準的語言」* |
| Screen 58  Question 3: Scenario  83\_C\_59 | When is it appropriate to include personal opinions in business communications? | 在業務溝通中何時可以包含自己的見解呢？ |
| Screen 58  Question 3: Options  84\_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] 從不。業務溝通中從來沒有表達個人意見的餘地。  [2] 僅於面對面或電話進行溝通時。  [3] 隨時，只要您清楚表明您說的是意見而非事實。  [4] 只有在與親近的工作同事溝通時。 |
| Screen 58  Question 3: Feedback  85\_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. | 在業務溝通中表達個人觀點是可以的，只要您清楚表明您是在表達您的意見而不是在陳述一個事實。  想了解更多有關正確答案的資訊，請參閱*第 2.4 節「避免將意見當作事實來陳述」*。 |
| Screen 58  Question 4: Scenario  86\_C\_59 | Messages requiring a lot of history and context are best communicated via electronic channels. | 需要很多歷史背景資訊的訊息最好用數位管道進行溝通。 |
| Screen 58  Question 4: Options  87\_C\_59 | [1] True.  [2] False. | [1] 正確。  [2] 錯誤。 |
| Screen 58  Question 4: Feedback  88\_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. | 需要提供大量背景資訊的訊息，最適合即時進行面對面的溝通或者透過電話進行溝通。  想了解更多有關正確答案的資訊，請參閱*第 3.2 節「選擇正確的管道」*。 |
| Screen 58  Question 5: Scenario  89\_C\_59 | Which of the following are pitfalls you should avoid in your business communications?  Check all that apply. | 以下哪些是您在業務溝通中應該避免的陷阱？  請選擇所有適用選項。 |
| Screen 58  Question 5: Options  90\_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] 想像他人很可能如何解讀您所說的話。  [2] 使用神秘以及陰謀性的語氣。  [3] 根據您的溝通對象調整您所用的字詞、語氣以及肢體語言。  [4] 用笑話以及諷刺給您的溝通添加樂趣。 |
| Screen 58  Question 5: Feedback  91\_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. | 在業務溝通上，譏諷、挖苦與開玩笑的語氣容易引起誤會。  這在書面溝通上尤其顯著，因為書面溝通缺乏了視覺提示（如肢體語言）以及語調提示（如語調轉折）。使用神秘以及陰謀性的語氣與語言亦可能造成誤會。  想了解更多有關正確答案的資訊，請參閱 *第2.5 節「調整您的語氣」*。 |
| Screen 58  Question 6: Scenario  92\_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. | 只要在社交媒體上啟用了隱私設定，您的評論與內容就永遠不會被他人看到。 |
| Screen 58  Question 6: Options  93\_C\_59 | [1] True.  [2] False. | [1] 正確。  [2] 錯誤。 |
| Screen 58  Question 6: Feedback  94\_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. | 即使您啟用了隱私設定，原本僅是給家人和朋友的評論和內容，常常可能被社群媒體上的其他人看到。  想了解更多有關正確答案的資訊，請參閱*第 3.2 節「選擇正確的管道」*。 |
| Screen 58  Question 7: Scenario  95\_C\_59 | Which of the following are effective ways of controlling your emotions when communicating?  Check all that apply. | 以下哪些是溝通時控制情緒的有效方法？  請選擇所有適用選項。 |
| Screen 58  Question 7: Options  96\_C\_59 | [1] Using neutral language.  [2] Avoiding the use of emotionally loaded terms.  [3] Never sending a message when you are upset. | [1] 使用中性語言。  [2] 避免使用帶有情緒的字眼。  [3] 在心情暴躁的時候絕不要發簡訊。 |
| Screen 58  Question 7: Feedback  97\_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. | 在業務環境中溝通時務必控制您的情緒，這很重要：   * 謹記使用中性語言。 * 避免使用帶有情緒的字眼。 * 在心情暴躁的時候絕不要發簡訊。   想了解更多有關正確答案的資訊，請參閱*第 2.6 節「控制您的情緒」。* |
| Screen 58  Question 8: Scenario  98\_C\_59 | Which of the following would be appropriate to send via instant messaging? | 下列何者適合利用即時通訊發送？ |
| Screen 58  Question 8: Options  99\_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] 業務資料。  [2] 議程問題提醒。  [3] 績效評估。  [4] 預先為教育活動聘請醫生。 |
| Screen 58  Question 8: Feedback  100\_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. | 即時通訊（IM）在用於為同事提供關於我們活動的最新更新、問個簡單問題、提醒夥伴議程問題以及安排和規劃會議時是個很好的工具。然後，創建或傳輸像是銷售資料以及績效評估或是討論是否聘請 HCP 參與服務/活動等重要業務資訊，是不適合透過 IM 溝通的。  想了解更多有關正確答案的資訊，請參閱*第 3.2 節「選擇正確的管道」*。 |
| Screen 58  Question 9: Scenario  101\_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. | 只要小心不揭露機密或專有資訊，與亞培業務相關之溝通可以利用家中電腦與個人電子郵箱進行。 |
| Screen 58  Question 9: Options  102\_C\_59 | [1] True.  [2] False. | [1] 正確。  [2] 錯誤。 |
| Screen 58  Question 9: Feedback  103\_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. | 與亞培業務相關之溝通僅得利用亞培核可之設備、軟體與工具進行。  想了解更多有關正確答案的資訊，請參閱*第 3. 3 節「使用正確工具」。* |
| Screen 58  Question 10: Scenario  104\_C\_59 | Which of the following messages are examples of careful communications:  Check all that apply. | 以下哪個訊息是謹慎溝通的範例：  請選擇所有適用選項。 |
| Screen 58  Question 10: Options  105\_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] 我們要不惜一切代價得到 Smith 醫生的業務。  [2] Smith 醫生是治療領域的重要意見領袖和優秀的溝通者。我們必須確認把他排入我們的徵召計畫並且讓他知道我們產品的益處。  [3] 我們必須阻止我們的競爭對手。  [4] 我們必須為競業作出計畫。 |
| Screen 58  Question 10: Feedback  106\_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. | 謹慎溝通需要使用清晰、精簡、不含糊的語言。「我們要不惜一切代價得到 Smith 醫生的業務。」這樣的聲明不清不楚，並且可能引來潛在的負面釋義。您應該要考慮使用清晰、不含糊的語言重新表述：「Smith 醫生是治療領域的重要意見領袖和優秀的溝通者。我們必須確認把他排入我們的徵召計畫並且讓他知道我們產品的益處。」 同理，「我們必須阻止我們的競爭對手」這樣的聲明可能會被誤解為貿易限制。更準確且更不含糊的說法是「我們必須為競業作出計畫」。  想了解更多有關正確答案的資訊，請參閱*第 2.3 節「使用清晰、精準的語言」。* |
| Screen 58  107\_C\_59 | All questions remain unanswered | 仍未回答所有問題 |
| Screen 59  Activity: Overall Feedback  108\_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. | 由於您仍未完成知識測驗，目前沒有成績。  恭喜！您已經成功通過知識測驗並完成本課程。  請在下方按一下各個問題以查閱您的成績。  在您完成之後，您必須按一下課程標題列的**離開 [X]** 按鈕，才可以關閉您的瀏覽器視窗或瀏覽器標籤。  抱歉，您沒有通過知識測驗。請花幾分鐘時間，在下方按一下各個問題以查閱您的成績。  在您準備好之後，按一下**「重新參加知識測驗」**按鈕。 |
| 109\_toc\_1 | Introduction | 簡介 |
| 110\_toc\_2 | Welcome | 歡迎 |
| 111\_toc\_3 | Objectives | 目標 |
| 112\_toc\_4 | Tutorial | 教學 |
| 113\_toc\_5 | Crafting Your Message Carefully | 謹慎編撰您的訊息 |
| 114\_toc\_6 | Overview | 概述 |
| 115\_toc\_7 | Considering Your Audience | 考慮到您的對象 |
| 116\_toc\_8 | Using Clear, Precise Language | 使用清晰、精準的語言 |
| 117\_toc\_9 | Avoiding Presenting Opinions as Facts | 避免將意見當作事實來陳述 |
| 118\_toc\_10 | Regulating Your Tone | 調整您的語氣 |
| 119\_toc\_11 | Controlling Your Emotions | 控制您的情緒 |
| 120\_toc\_12 | Crafting Your Message Carefully: Quick Reference | 謹慎編撰您的訊息：快速參考 |
| 121\_toc\_13 | Managing Communications Responsibly | 管理溝通責任 |
| 122\_toc\_14 | Overview | 概述 |
| 123\_toc\_15 | Selecting the Right Channel | 選擇正確管道 |
| 124\_toc\_16 | Using the Right Tools | 使用正確工具 |
| 125\_toc\_17 | Where to Go for Support | 如何獲得支援 |
| 126\_toc\_18 | Managing Communications Responsibly: Quick reference | 管理溝通責任：快速參考 |
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| 128\_toc\_20 | Where to Get Help | 到哪裡尋求幫助 |
| 129\_toc\_21 | Reference Material | 參考資料 |
| 130\_toc\_22 | Knowledge Check | 知識測驗 |
| 131\_toc\_23 | Introduction | 簡介 |
| 132\_toc\_24 | Knowledge Check | 知識測驗 |
| 133\_toc\_25 | Question 1 | 問題 1 |
| 134\_toc\_26 | Question 2 | 問題 2 |
| 135\_toc\_27 | Question 3 | 問題 3 |
| 136\_toc\_28 | Question 4 | 問題 4 |
| 137\_toc\_29 | Question 5 | 問題 5 |
| 138\_toc\_30 | Question 6 | 問題 6 |
| 139\_toc\_31 | Question 7 | 問題 7 |
| 140\_toc\_32 | Question 8 | 問題 8 |
| 141\_toc\_33 | Question 9 | 問題 9 |
| 142\_toc\_34 | Question 10 | 問題 10 |
| 143\_toc\_35 | Feedback | 回饋 |
| 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 | 本課程無法連接 LMS。按一下「確定」以繼續及查閱課程。請注意，可能不提供課程證書。按一下「取消」以離開 |
| 145\_string\_2 | All questions remain unanswered | 仍未回答所有問題 |
| 146\_string\_3 | Questions | 問題 |
| 147\_string\_4 | Question | 問題 |
| 148\_string\_5 | not answered | 未作答 |
| 149\_string\_6 | That's correct! | 正確！ |
| 150\_string\_7 | That's not correct! | 錯誤！ |
| 151\_string\_8 | Feedback: | 回饋： |
| 152\_string\_9 | Careful Communication | 謹慎溝通 |
| 153\_string\_10 | Knowledge Check | 知識測驗 |
| 154\_string\_11 | Submit | 提交 |
| 155\_string\_12 | Retake Knowledge Check | 重新參加知識測驗 |
| 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. | 課程說明：謹慎溝通是建立、維護以及保護亞培聲譽的關鍵。本課程旨在展示，在收到與解讀業務溝通內容的方式上，語言、語氣以及情緒會起到多麼重要的作用，並且提供如何選擇最適合的管道及工具來溝通您的訊息的指引。本課程的時間約為 35 到 40 分鐘。 |
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| 161\_string\_18 | Exit | 離開 |
| 162\_string\_19 | Close | 關閉 |