

Finding Our Voice

Discovering Treasury4's Voice and Tone

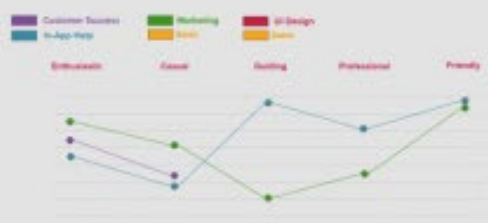
TREASURY4TM



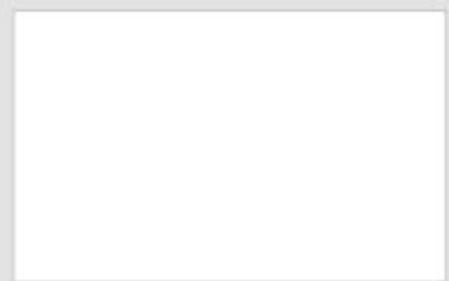
Humour Teaseability Helpful Professional Friendly



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HUMAN

Create meaningful connection with empathy, understanding, and relatable communication

Be human: We speak like humans

Be personable: We are not robotic, mechanical, or programmed

Be supportive: Speak as a friend or advocate

TRUSTWORTHY

Create personal trust in the professional world through reliability, honesty, and clear communication

Be confident: We understand the struggle, needs, and aspirations, and we are aiming to be the driving creator of best-in-class software

Be responsible: Act with security and safe intentions to let users know we will value them and their data as our own

Be an ally: We are here to support and help our users

PROFESSIONAL

Elevate the standard for professional and ethical conduct

Be efficient: Write to support their needs without wasting their time

Be respectful: Show consideration and regard for others and their needs

Be ethical: We want to be the go-to company where people are treated ethically and know they will get good service and secure data handling

Enthusiastic

Matter-of-Fact



The level of enthusiasm measures tone on a scale from highly excited, to flat and matter-of-fact

- Excited
- Encouraging
- Language will tend to be more descriptive and flowery
- Implies a level of excitement and interest in the conversation or information

Documentation examples

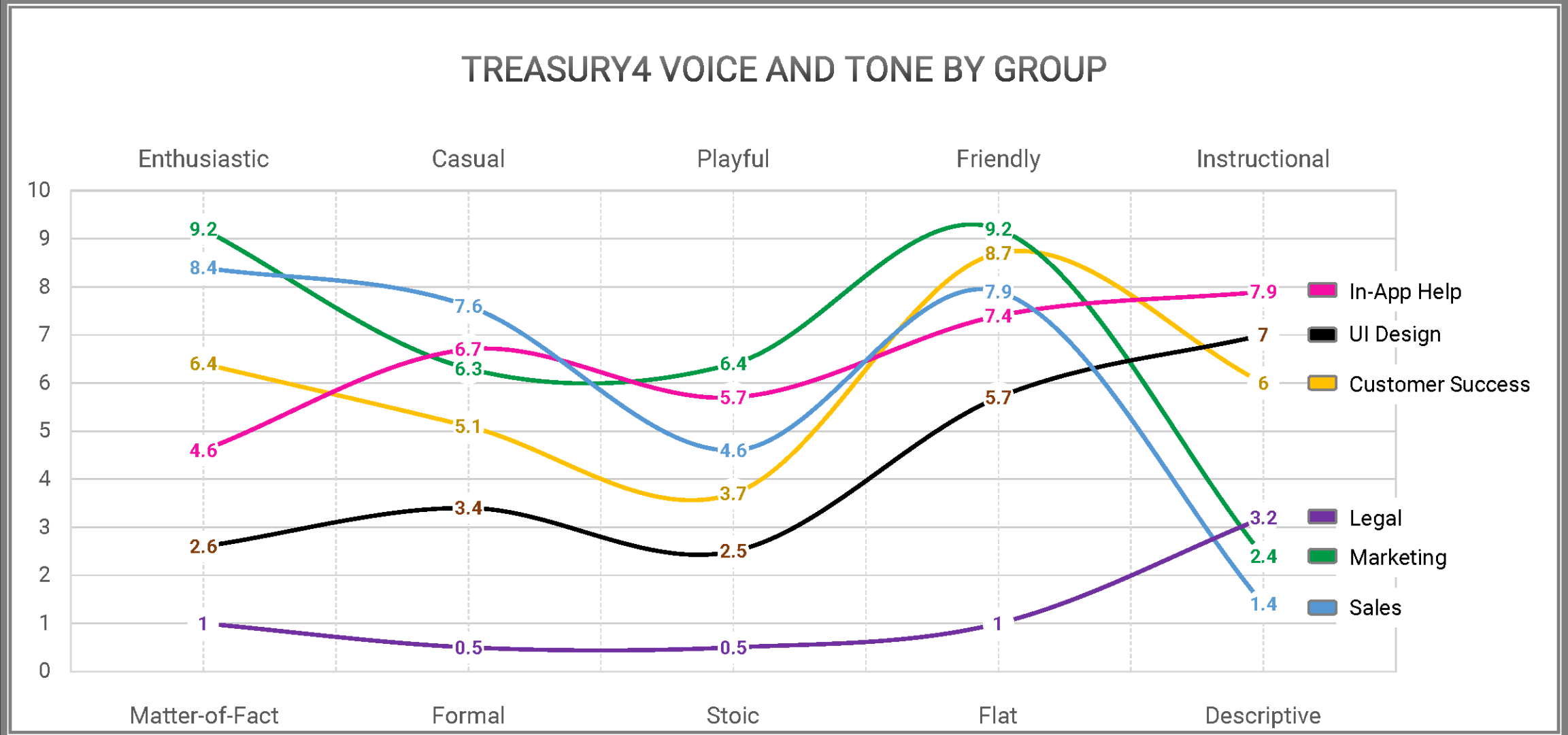
- Sales documents
- Advertisements

- Straight-forward and factual
- Impersonal
- Language will be to the point

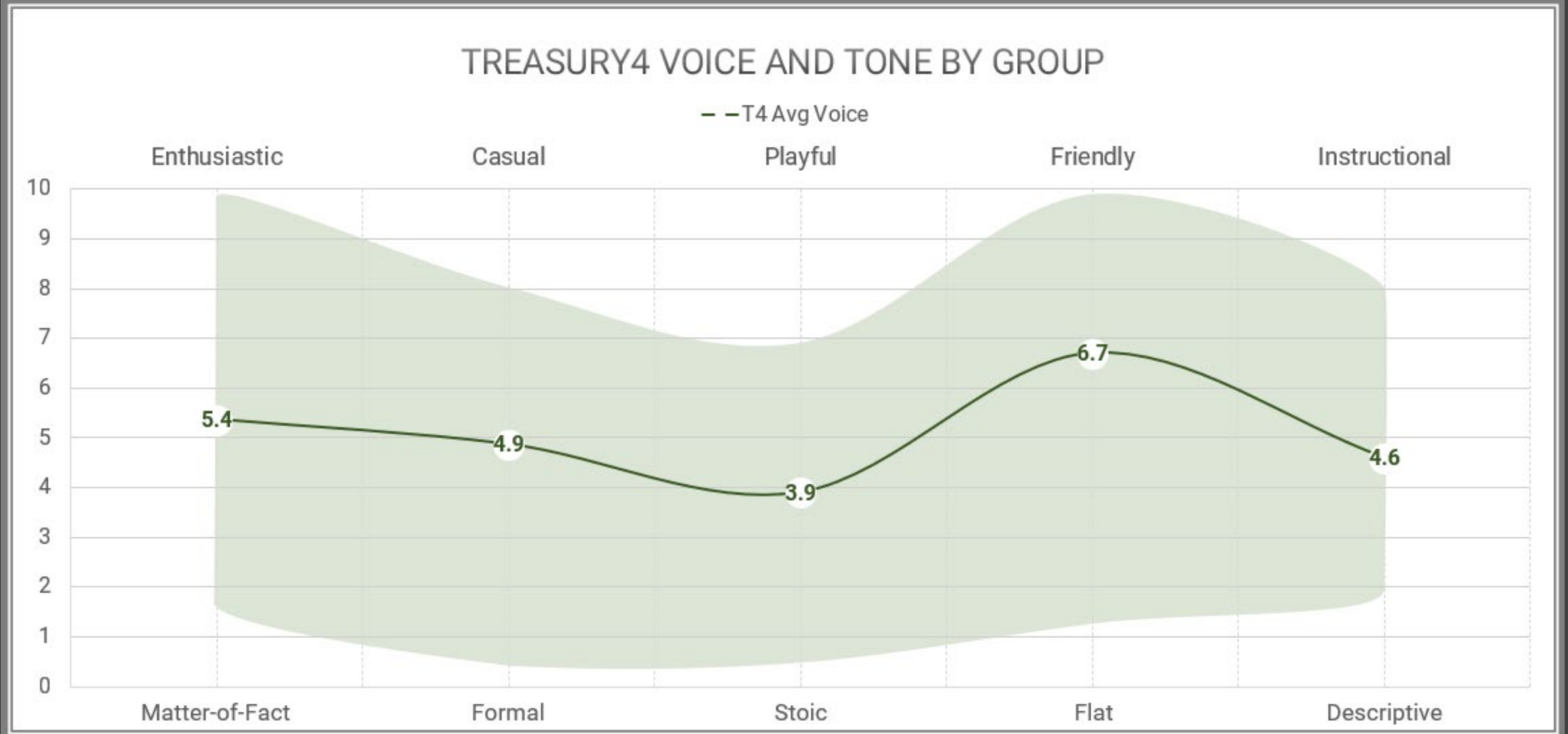
Documentation examples

- Legal documents
- Directions to complete a task

Voice and Tone Results by Team



Voice and Tone Results by Team



Voice and Tone: Sales and Marketing

Sales and Marketing Tone

- Sales and Marketing overlap in most areas
- Key teams work together, but have slightly different tones

