

Ethics Guidelines

- Be honest
- Do no harm
- Be fair
- Honor intellectual property rights
- Respect confidentiality
- Be professional

Memo:

Date

To

From

Subject

ABSTRACT

BODY

CONCLUSION

Correspondence Guidelines

- Know your purpose
- Know your readers
- Follow correct format
- Follow the ABC format for all correspondence
- Use the 3Cs strategy
- Stress the “you” attitude
- Use attachments for details
- Be diplomatic
- Edit carefully
- Respond quickly

ABC Format: Positive Correspondence

- ABSTRACT
- BODY
- Clarification of any questions
- Qualification
- CONCLUSION

E-mail Guidelines

- Use style appropriate to the reader and subject
- Be sure your message indicates the context to which it applies
- Choose the most appropriate method for replying to a message
- Format your message carefully
- Chunk information for easy scanning
- Use Copy options carefully
- When writing to groups, give readers a method to abstain from receiving future notices

- When writing to groups, suppress the e-mail addresses of recipients
- When composing an important message, consider composing it with your word processor

Letter :

Your Company and Address in center one line gap

Date one line gap

Receiver Name Designation

Institute

Address one line gap

Subject

BODY Intro Purpose Closing

Sincerely

Sign

Name

Designation

Informal Document Guidelines

- Plan well before you write
- Use letter or memo format
- Make text visually appealing
- Use the ABC format for organization
- Create the abstract as an introductory summary
- Put important details in the body
- Separate fact from opinion
- Focus attention in your conclusion
- Use attachments for less important details
- Edit carefully

Presentation Guidelines

- Know your listeners
- Use the preacher's maxim
- Stick to a few main points
- Put your outline on cards or paper
- Practice, practice, practice
- Speak vigorously and deliberately
- Avoid filler words
- Use rhetorical questions
- Maintain eye contact
- Use appropriate gestures and posture

Presentation Graphics Guidelines

- Discover listener preferences
- Match the graphics to the content
- Keep the message simple

- Consider alternatives to bulleted lists
- Use colors carefully
- Learn the tools available to you
- Leave graphics up long enough
- Avoid handouts
- Maintain eye contact while using graphics
- Include all graphics in your practice sessions
- Plan for technology to fail

Poster Guidelines

- Follow the requirements of the call for posters
- Follow the ABC format for research posters
- Design your poster for ease of reading
- Include acknowledgments as appropriate
- Prepare handouts as appropriate to the setting
- Edit carefully
- Be prepared to discuss your research

No Nerves Guidelines

- Know your speech
- Prepare yourself physically
- Picture yourself giving a great presentation
- Arrange the room as you want it
- Have a glass of water nearby
- Engage in casual banter before the speech
- Remember that you are the expert
- Do not admit nervousness to the audience
- Slow down
- Join a speaking organization

- >> Feature 1: They Read Job Letters in Stacks
- >> Feature 2: They Are Impatient
- >> Feature 3: They Are Tired
- >> Feature 4: They Become Picky Grammarians
- >> Feature 5: They Want Attention Grabbers but Not Slickness

Guidelines for the interview:

- >> Dress Appropriately
- >> Take an Assertive Approach
- >> Use the First Few Minutes to Set the Tone
- >> Maintain Eye Contact While You Speak
- >> Be Specific in the Body of the Interview
- >> Do Not Hesitate
- >> Reinforce Main Points

Abstract Guidelines

- Highlight the main points
- Sketch an outline
- Begin with a short purpose statement
- Maintain a fluid style
- Avoid technical terms readers may not know

Activity report: An informal report, usually directed within your own organization, which summarizes an event or records work on a specific project or during a specific time period.

- **ABSTRACT:** Time period, project, or event covered in report.
- **BODY:** List of activities or events
 - Organization that emphasizes type of activity, by project, or by client
 - Problems important to reader
- **CONCLUSION:** Future actions
 - Actions for continuing and ongoing activities
 - Plans for addressing problems or for the time period covered by the next report

Progress report: An informal report that provides your manager or client with details about work on a specific project. Often you agree at the beginning of a project to submit a certain number of progress reports at certain intervals. The final progress report, submitted when a project is completed, is often called a project completion report

- **ABSTRACT:** Project and general progress (e.g., second week of a four-week project)
 - Capsule summary of main project(s)
 - Main progress to date or since last report
- **BODY:** Description of work completed since last report
 - Organization emphasizes task, chronology, or both
 - Clear reference to any dead ends that may have taken considerable time but yielded no results
 - Explanation of delays or incomplete work
 - Description of work remaining on project(s), organized by task, by time, or by both
 - Reference to attachments that may contain more specific information
- **CONCLUSION:** Brief restatement of work since last reporting period
 - Expression of confidence or concern about overall work on project(s)
 - Indication of your willingness to make any adjustments the reader may want to suggest

Regulatory report (may be formatted as informal or as formal documents):

A report written for an external audience—a regulatory agency—asserting and documenting an organization's compliance with standards and regulations. Regulatory reports may

be submitted at required intervals and may use a required format.

- **ABSTRACT:** Reference to standards or regulations that are the subject of the report.
 - Summary of the findings, including statement of extent to which the organization is in compliance

- Summary of recommended actions
- **BODY:** Detailed information about the findings
- Organization that emphasizes required activities or documents
- Description of observations
- Description of problems observed
- Data that support observations
- **CONCLUSION:** Summary of degree of compliance with regulations
- Recommendations for improvement of compliance
- Summary of consequences if problems are not addressed in a timely manner

Lab report: An informal report that describes work done in any laboratory. It may be directed to someone inside or outside your own organization. Also, it may stand on its own, or it may become

part of a larger report that uses the laboratory work as supporting detail.

■ **ABSTRACT:** Summary of laboratory investigation

- Purpose of laboratory investigation
- Nature of investigation, such as material tested, process analyzed
- Qualifications of investigator
- Equipment used
- Capsule summary of results

■ **BODY:** Purpose or hypothesis of lab work

- Organization that emphasizes procedures or methods used in the lab test
- Unusual problems or occurrences
- Results of the test with reference to your expectations (results may appear in conclusion, instead)

■ **CONCLUSION:** Statement or restatement of main results

- Recommendations, if requested
- Implications of lab test for further work

Problem analysis: A report that presents readers with a detailed description of problems in areas such as personnel, equipment, products, and services. Its main goal is to provide objective

information so that the readers can choose the next step. Any opinions must be well supported by facts.

■ **ABSTRACT:** Purpose of report

- Capsule summary of problems covered
- in report discussion

■ **BODY:** Background on source of problems

- Well-organized description of the problems observed
- Data that support your observations
- Consequences of the problems

■ **CONCLUSION:** Brief restatement of main problems (unless report is so short that such restatement would seem repetitious)

- Degree of urgency required in handling problems
- Suggested next step

Recommendation report: A report that presents readers with specific suggestions that affect areas such as personnel, equipment, procedures, products, and services. Although the report's main purpose is to persuade, every recommendation must be supported by objective data.

■ **ABSTRACT:** Purpose of report

- Brief reference to problem to which recommendations respond
- Capsule summary of recommendations covered in report discussion

■ **BODY:** Details about problem, if necessary

- Description of options
- Data that support recommendations (with reference to attachments, if any)
- Main benefits of recommendations
- Any possible drawbacks

■ **CONCLUSION:** Brief statement or restatement of main recommendations (optional)

- The main benefit of recommended change
- Your offer to help with next step

Feasibility study: A document written to show the practicality of a proposed policy, product, service, or other change within an organization. Often prompted by ideas suggested in a proposal,

a feasibility study examines details such as costs, alternatives, and likely effects. Although they must reflect the objectivity of a report, most feasibility studies also try to convince readers either (1) to adopt or reject the one idea discussed or (2) to adopt one of several alternatives presented in the study.

■ **ABSTRACT:** Capsule summary of information for the most important readers (i.e., the decision makers)

- Brief statement about who has authorized the study and for what purpose
- Brief mention of the criteria used during the evaluation
- Brief reference to your recommendation

■ **BODY:** Details that support whatever conclusions and recommendations the study contains, working logically from fact toward opinion

- Organization that compares advantages and disadvantages of each option
- Description of evaluation criteria used during your study
- Description of exactly what was evaluated and how, especially if you are comparing several items

■ **CONCLUSION:** Wrap-up in which you state conclusions and recommendations resulting from the study

Equipment evaluation: An informal report that provides objective data about how equipment has, or has not, functioned. The report may cover topics such as machinery, tools, vehicles, office supplies, computer hardware, and computer software.

■ **ABSTRACT:** Purpose of report

- Capsule summary of what your report says about the equipment
- Reason for the evaluation
- **BODY:** Thorough description of the equipment being evaluated
- Well-organized critique, either analyzing the parts of one piece of equipment or contrasting several pieces of similar equipment according to selected criteria
- Additional supporting data, with reference to any attachments
- **CONCLUSION:** Brief restatement of major findings, conclusions, or recommendations

White paper: A document designed to educate industry customers or to help readers solve a problem, usually not longer than 15 pages. White papers are objective in tone but persuasive in purpose, created to build customer trust and loyalty.

In style and format, they usually resemble articles in trade journals or academic papers.

White Paper Guidelines

- Know your audience
- Include the problem and solution in the title
- Use analogies and metaphors to explain new concepts
- Use graphic elements to provide information
- Cite sources correctly

Unsolicited proposal: A document submitted without a request to convince your readers to adopt an idea, a product, or a service. Unsolicited proposals are usually written as informal documents and often addressed to internal audiences.

Solicited proposal: A document requested by the reader to help the reader solve a problem through the purchase of a product or a service. Solicited proposals are usually written as formal documents and addressed to external audiences.

Grant proposal: A document written to convince your readers to support a specific project that meets the needs of a social or professional community. Directed to organizations that fund research and other activities, grant proposals help granting organization meet their goals for improving communities.

Request for proposal (RFP): A document sometimes sent out by an organization that wants to receive proposals for a product or service. The RFP gives guidelines on (1) what the proposal should cover, (2) when it should be submitted, and (3) to whom it should be sent. As writer, you should follow the RFP guidelines diligently in planning and drafting your proposal.

Formal Document

■ ABSTRACT:

- Cover/title page
- Letter or memo of transmittal
- Table of contents
- List of illustrations
- Executive summary
- Introduction

■ BODY:

- Discussion sections
- [Appendixes—appear after text but support the body section]

■ CONCLUSION:

- Conclusions (for reports and proposals)
- Recommendations (for reports only)

The nine parts of formal documents are as follows:

1. Cover/title page
2. Letter or memo of transmittal
3. Table of contents
4. List of illustrations
5. Executive summary
6. Introduction
7. Discussion sections
8. Conclusions and recommendations
9. End material