

A stylized illustration in the background shows two people, a man on the left and a woman on the right, holding a large, multi-colored gear. The gear has a white center with a blue smiley face. The man is wearing a blue shirt and the woman is wearing a green shirt. The background is a light blue and white pattern.

POSITIVE MESSAGES

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Use to deliver:

- Good news
- Appreciation
- Congratulations
- Encouragements
- Instructions

For example

Recognition of
achievements

Announcements of
promotions or bonuses

Thank you messages

Approvals or confirmations

Basic Structures Of Each Format: Email Format (Most Common & Less Formal)

Subject Line: Clearly states the good news (e.g., "Congratulations on Your Promotion!")

Greeting: Dear [Recipient's Name],

Opening: Starts with the good news immediately.

Body: Provides details and expresses appreciation or encouragement.

Closing: Ends with a positive note and next steps (if any).

Complementary close: Best regards, [Your Name]

Keep emails concise but warm. Avoid overly lengthy paragraphs.

Basic Structures Of Each Format: Business Letter Format (Most Formal)

Sender's Information (Your Name & Address)

Date

Recipient's Information (Their Name & Address)

Salutation: Dear [Recipient's Name],

Subject Line (Optional but Recommended)

Opening Paragraph: States the purpose and the positive message.

Body Paragraph(s): Explains details and expresses appreciation.

Closing Paragraph: Ends on a warm note and offers encouragement.

Complementary close: Sincerely, [Your Name]

Keep letters formal and structured-use polite and professional language.

Basic Structures Of Each Format: Memo Format (For Internal Communication)

To: [Recipient's Name or Group]

From: [Your Name]

Date: [Date]

Subject: Clearly states the purpose (e.g., "Recognition of Outstanding Performance")

Introduction: Starts with the main point immediately.

Discussion: Provides details concisely (often in bullet points if needed).

Conclusion: Ends with encouragement or next steps.

Keep memo brief and to the point—avoid unnecessary details.

Task: Match The Following Situations With The Correct Format (Memo, Email, Or Business Letter):

| | |
|--|--|
| Announcing a new employee benefit to all staff. | |
| Congratulating a colleague on a recent promotion. | |
| Thanking a business client for their continued partnership. | |
| Approving an employee's request for additional training. | |
| Inviting employees to a company networking event. | |

HOW TO ORGANIZE INFORMATION IN POSITIVE MESSAGES

Positive Messages follow **direct approach**:

Read Further on page 101

Opening: Start with good news or the most important information

Details/Background: Give details, clarification, background.

Negative Element (Optional): Present any negative elements as positively as possible

Benefit (Optional): Explain any benefits

Close: Use a goodwill ending with courteous close (with action statement if necessary)

See the sample messages on page
102-103 of the hand out

The direct approach is created by placing the key idea in the opening paragraph, thus revealing to the reader almost immediately the purpose of the communication

PRACTICE: POSITIVE MESSAGES

Task: It is your first day as an intern in Befiler (Pvt) limited. Your supervisor has asked you to compose an informational email to your colleagues. You see this as an opportunity to self-introduce yourself and establish a professional relationship with the colleagues of your department. Write a positive email to your IT department colleagues with a purpose of self-introduction, good will and building professional relationship with them. Follow the direct approach to draft your email.

Opening: Introduction yourself briefly



Background:

Provide a context on why you joined this company (mention positive reputation it is known for)

Mention your interest in the current projects of the team

Offer your willingness for the contribution you can make as an intern.



Closing: Goodwill positive note on future meeting and where they can find you (mention the office/desk number)