UNIT-III

Business Letter

Business letter is a formal written document through which companies try to correspond with their customers, suppliers, bankers, shareholders, etc. Business letters are written for various purposes such as informing, congratulating, requesting; ordering; enquiring, complaining, making an adjustment, selling and applying for a job.

Importance of Business Letter

1. To make rapport with customer, stakeholder, supplier etc.

2. They serve as an important repository of information which can be used for future reference.

3. Help in conveying confidential or complex info.

Structure of a Business Letter

Compulsory elements	Additional elements
1. Letterhead and date (name of organisation, full address, email, telephone and fax no). 2. Inside address/Recievers address 3. Salutation 4. The body 5. The complimentary close 6. Signature line	1. Attention line 2. Subject line 3. Reference 4. Enclosure notation 5. Copy notation 6. Posts/scripts/Written after 7. Addressee notation 8. Mailing notation

Additional Elements

1. Addressee notation - appears a double space above the inside address, in all capital letters.

For example - " PERSONAL , CONFIDEN TIAL, PLEASE FORWORD ".

2. Attention line - used when inside address does not include the name of an individual. It can be used to draw the attention of a particular person/ dept.

It is placed two spaces below the inside address written in bold and capital letters.

3. Subject line - usually below salutation but sometimes above salutation and below attention line.

4. Reference line - Formal letter often carry a reference line, which is used for sequential correspondence with the recipient.

5. Enclosure Notation - This notation appears at the bottom of the letter, one or two lines below the reference initials.

6. Copy notation - It indicates who is receiving a courtery copy.

7. Mailing notation - either placed at the bottom or at the top. eg: - BY REGISTERED POST , BY COURIER etc.

8. Postscript - Afterthoughts to the letter, to the messages that require emphasis or personal notes.

Preceded by PS or PS.

Features of Letter Writing / 7 C's

1. Clarity   2. Cordiality (Friendly)

3. Concise   4. Conviction

5. Correct   6. Complete

7. Courtious

Purpose of Business letters - to inform, to enquire , to request, to complain to congratulate, to order, to collect dues, to make an adjustment, to sell, to apply for a job etc.
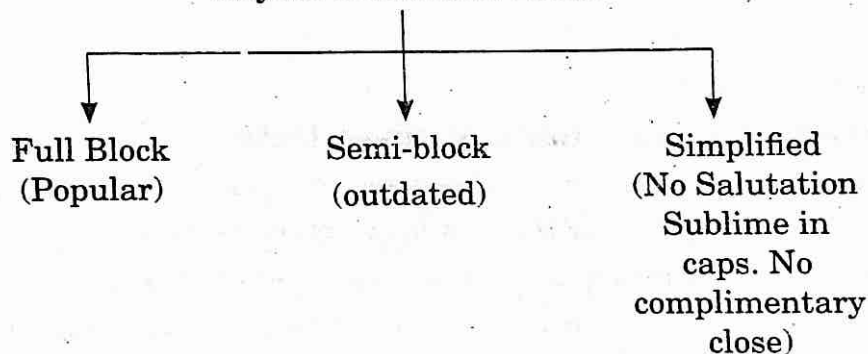
You attitude - A reader looks for his own interest in a business letter. When a letter is written from the receivers point of view, he knows quickly and clearly what action to take or response to give eg.

(i) We are glad we can now send our tape recorders. (✗)

- You would be glad to know that your tape recorders are ready for sale. (✓)

(ii) We are pleased to announce our new insurance scheme. (✗)

- Now you can avail our new insurance scheme. (✓)

Example of when not ot use "You" attitude

(i) You have not connected the wires properly. (✗)

- The wires have not been connected properly. (✓)

(ii) You failed to respond to the letter on time. (✗)

- The letter was not responded on time. (✓)

Layout of Business Letter

| Full Block (Popular) | Semi-block (outdated) | Simplified (No Salutation Sublime in caps. No complimentary close) |

Full Block Layout - 1- All element except the letterhead are aligned to left margin.

Semi - Block Layout - The heading, complementary close and signature block are right aligned. Moreover, each paragraph begins with a space of tab.

Simplified Layout -

1- No salutation

2 - Subject line in capital letters

3 - No complementary close.

Types of Business Letter - Request, order, inquiry, sales, purchase, complaint, cover letter etc.

Cover Letter

→ It's immediate goal is to obtain an interview

→ Aim of writing a cover letter is to persuade employer to read your resume & further motivate to contact you for an interview

→ Catch the reader's attention.

→ Convince the reader that you are qualified enough for the job.

→ Make a request for an interview.

Structure of a Cover·Letter

→ Sender's Address

↓

→ Date [March 10, 2013 / 25 March 2013]

↓

→ Inside Address [Name & Designation]

→ Salutations

Dear Sir, Dear Sir's. Sir/Mam, Ms —

→ Opening Paragraph

[Mention your reason for writing, your source of information about vacancy, & your suitable qualification.]

→ Main Paragraph

[Emphasize your strengths, Past performance & Personal traits which proves that you are most suitable candidate for the profile.]

→ Closing Paragraph

[Persuade the reader to take a favourable action and grant you an interview].

→ Complementary close / Closing Remarks

→ Signature

→ Name

→ Enclosure - Resume

(Tips to write the main body of cover letter)

* I wish to apply for the post of .... advertised in .... on ....

* Your advertisement in .... for the post of .... interests me as I possess.....

* Mr. Smith a consultant to your firm has informed are that.....

Report - A report is a systematic account of facts for information analysis and action to achieve a definite business objective.

Characteristics - A business report is a kind of technical writing.

(i) To the point

(ii) Objective

(iii) Factual

(iv) Simple and clear

(v) Result oriented

(vi) Well organised

Structure

| 1. Front matter | 2. Main body | 3. Back matter |
| | | 4. Optional elements |
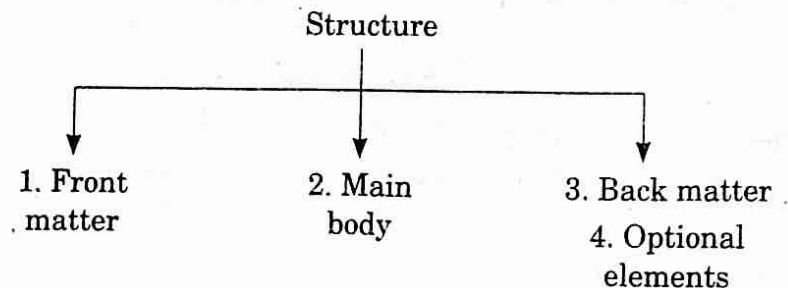
1- Front matter -

(a) Cover Page - (topic, auther's name, report no.)

(b) Title page - Name & designation of intended audience and approving authority.

(c) Certificate - The certificate contains the statement of original work, place, date, and Sign of the project supervisor or guide.

(d) Acknowledgement - A list of persons whom we may like to thank for their advice, support or assistance.

(e) Table of content - List of contents page no. wise

(f) List of illustrations - List of illustrations just like contents page

(g) Abstract - It gives the essence of the report. The length of an abstract is generally 2 - 5 percent of the report.

If the report is less than 10 pages, it does not require either an abstract or summary. A report of 10 - 50 pages should have an abstract, if more than 50 then both abstract and summary.

2. Main Body - Contains the actual contents of the report

(a) Introduction - Background information, problem statement, reference to authorization, purpose and scope significance, methodology, procedure, summary of findings, general plan of work

(b) Discussion - Discussion may be divided into different chapters, and various illustrations

(c) Conclusion - In this you briefly recapitulate the problem, the approach adopted and the results.

(d) Recommendation - it includes suggestions, ideas and recommendations. This sections will includes answer to all the questions like what is to be done ? Why? How? Where? When? etc.

3. Back Matter - While prefatory parts precede the main body of a report. Supplementary parts follow them.

(a) Appendices - This section has the information that has some relevance to the report but can not be easily fitted into the text. If inserted in the main body would interrupt the smooth flow of the narrative.

For eg:- sample documents, detailed calculations, specimen questionnaires etc.

(b) Bibliogrophy - An alphabetical list of sources - books, magazines internet etc. that have been consulted in preparing the report.

(c) Glossary - list of technical word used in the report and their explanation.

(d) Index - A quick guide to locate the material in the report. It is arranged alphabetically

4. Optional elements-

(a) Frontispieace - Any illustration susperimposed on the cover stir the curiosity of the reader.

(b) Letter of transmittal - before the table of contents. It serve same purpose as that of a preface.

(c) Copy right notice - a form of protection.

(d) Preface - Factors, leading to the report, organisation of report, highlights, significance, acknowledgements.
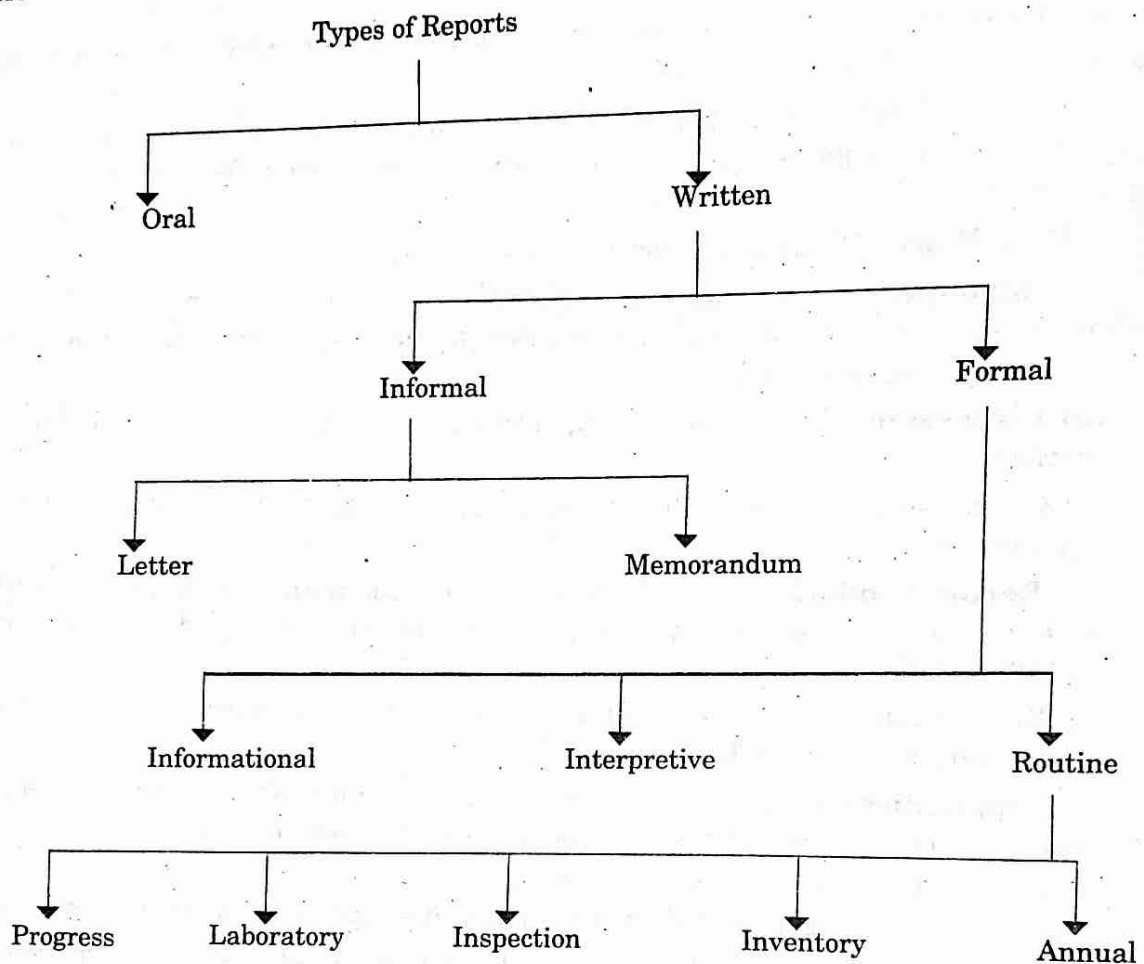
(e) Summary - It is longer than an abstract, 5 - 10 percent of the report. It is entire report in a nut shell meant for all the readers, info is qualitative and quantitative, many include illustration.

Abstract - it is an overview the provides the main points and results.

Types

(i) **Descriptive** - no judgements about the work nor results or conclusions. It is just an outline of the work and are very short.

(ii) **Informative** - explain all the main arguments and important info. and also includes results and conclusions.

Types of Reports
```
                    Types of Reports
                          |
            ┌─────────────┴──────────────┐
            ▼                             ▼
          Oral                        Written
                                         |
                            ┌────────────┴──────────────┐
                            ▼                            ▼
                        Informal                      Formal
                            |                            |
                 ┌──────────┴──────────┐                 |
                 ▼                     ▼                 |
              Letter              Memorandum             |
                            ┌──────────────┬─────────────┴──────┐
                            ▼              ▼                     ▼
                     Informational    Interpretive           Routine
                                                                 |
            ┌──────────┬──────────┬──────────┬──────────┬───────┘
            ▼          ▼          ▼          ▼          ▼
        Progress  Laboratory  Inspection  Inventory  Annual
```

Letter Reports - Often a manager or an employee of senior rank is required to submit a report by using a letter format.

Memorandum / Memo Reports - Memo is also called an inter- office memorandum. A report that deals with minor problem or provide facts of routine nature, using a certain format is called a " memo report "

Interpretive Report - Analytical or investigative report

Memo

Memos help in bridging the communication gap among the various sections of any organisation and also serve as permanent record of information. These are brief written communications circulated within an organisation.

Structure :-

1. Letterhead
2. Opening paragraph
3. Discussion
4. Closing Paragraph
5. Signature
6. Necessary attachments (optional)
7. Distribution (optional / copy notation)

Memorandum and Circular - Memos are used to communicate with other employees, may be located whether in the same office, same building or some other branch of office. The memo is very flexible form used within an organisation for communication at all levels. It is used for reports, briefings or any kind of internal communication. Memos are written in the first person and are informal in nature.

Layout of Memorandum -

1. Heading
2. Date
3. Receiver
4. Sender
5. Subject
6. Body
6. Signature

Heading

Date :-
To -
From -
Subject -
Main body ————————————————————
————————————————————————
————————————————————— .

Signature
..Notice A brief description of Notice..

Notice for meeting
ABC Pvt. Ltd.
Shatri Park
Delhi.

Date: ....

The fifth annual Board meeting will be held as per the following schedule.

Date /Day -
Time -
Venue -
The agenda for the meeting is attached. (Optional)

(Dinesh Singh)
Secretary

To : The members of committee

Agenda

A list list of things to be done at a meeting. It may be accompanied by necessary papers, notes, data etc. It is a part of the notice convening the meeting.

Example –

Aakriti Ltd

New Delhi

Agenda of the board meeting to be held at head office of the company on 10-11-15 at 11:00 a.m

     1. ——————————

     2. ——————————

     3. ——————————

     4. ——————————

By the order of the board

Amit Pathak

Branch head.

Minutes of Meeting

Minutes are the written records of the business done at the meeting. It is compulsory to maintain proper minutes of shareholders meeting and Board meeting . MOM should be signed by the chairman of a meeting.

No. of Minutes	Subject of Minutes	Details of Minutes
8.01	Confirmation of the minutes of the last meeting	The minutes of the previous were distributed and approved by the members with consensus.
80.2	Appointment of the Manager at Mansarovar Branch	Mr Arun Lohiya presented the details of the interviews held for the selection of manager for the Mansarovar Branch and read the recommendation of the interview panel to appoint Mr Akash Jain to this post.
8.03	Opening a retail outlet comprising major brands shoes and sports goods	Mr Satish Girotra, one of the executive members, came up with the proposal of opening a retail outlet comprising major brands of shoes and sports goods of companies like Adidas, Nike on the second floor the proposal was accepted as a positive step for the growth of the mall.
8.04	Announcement of the festive discount	The committee decided to declare the new year festive offer as proposed by Raghav Dixit, Sales Manager of Vishali Nagar Branch. Details given in the attached sheet.

8.05	Decision to be made regarding decoration of Pink Square branches across the city	As discussed and approved by the committee, decoration of all the branches was given to Glitters and Sparkles Decorators, Ajmer Road, Jaipur.
8.06	Date of next meeting	The next meeting was scheduled for 17 March 2011.

Cover Letter

14, M.G. Road 5
Bangalore-43
12.5.2015

The Manager
Cognizant Technology Solutions
Hyderabad - 500 012.

Dear Sir/Madam

Sub: Application for the post of Software Engineer.

With reference to your advertisement dated 6th May 2017, in "Hindustan Times," I would like to apply for the post of Software Engineer.

I am a post graduate and have 5 years of experience as per the requisite. I wish to say that I am also one of the university rank holder.

Herewith I enclose my resume for your perusal and consideration. If I am selected, I assure you that I will do my best.

Yours faithfully

a b c

Ericl: Resume

Paragraph writing:

A paragraph is much more than a collection of connected sentences. It is a building block of essay development, and paragraphs provide the structure needed to develop the thesis of a paper. In fact, a useful way to think about a paragraph is as a "mini-essay," or an essay within an essay, with its own mini-thesis (the topic sentence), middle or body (the supporting details) and end or conclusion (the concluding sentence). To understand how paragraphs help to develop a thesis, think of them as landmarks on a map. With each paragraph, you describe where you are standing and point the direction for your readers to make sure they complete the journey to your conclusion. A vague signpost or a detour down a side trail could well have your readers lost and wondering where you are taking them. Clear signals, on the other hand, in the form of clearly worded topic sentences, relevant support, reasonable interpretations of material, and logical conclusions will help your readers follow the development of your ideas.

In general, in order for a paragraph to be effective, it must have three characteristics: unity, development and coherence.

(i) Unity: The first characteristic of an effective paragraph is unity, which means that all sentences in the paragraph explain, develop, and support a central idea in some way. In other words, every paragraph must have a purpose within your paper, and all

the sentences must somehow advance that purpose. This means that ALL sentences—topic sentence, supporting ones, and concluding sentence—must be more than loosely related to the subtopic. They must all advance the paragraph's purpose as well as the thesis. Why should you aim for a unified paragraph? Because in a dis-unified one, a writer's purpose and the connections between the sentences can be unclear.

(ii) Development: Effective paragraphs are not only unified, they are fully developed, which means that they don't leave any significant questions in readers' minds. If you were drawing a map to show a fellow traveller how to get from a mountain pass to a source of water, you would be careful to draw a line that followed the trail down the mountain, along the valley to a spot where there was a lake. You wouldn't stop the line halfway down the mountain, hoping that those who used your map would be able to figure out the rest of the way for themselves. Similarly, when you are writing a paragraph, you must be sure to trace the full development of your ideas for readers so they will understand the assumptions, evidence and reasoning you used. There are three ways to ensure that your paragraphs are fully developed: by providing the right level of supporting detail, choosing the right kind of evidence and choosing the right pattern of development for your purpose.

(iii) Coherence: You've achieved coherence in a paragraph when a reader (usually an instructor) congratulates you on good "flow." A paragraph that is coherent flows because it is arranged according to a definite plan, and as a result, all the sentences are not just about the same main topic, but they also "stick together" and lead readers smoothly from the topic sentence to the concluding one. This "stickiness" results from sentences that follow, one from the other, in a way that makes sense. Each sentence takes a logical step forward. There are a number of ways to achieve coherence: through use of ordering principles, pronouns, transitional words, and repetition.

Writing scientific and technical report:

1. Introduction: A technical report is a formal report designed to convey technical information in a clear and easily accessible format. It is divided into sections which allow different readers to access different levels of information. This guide explains the commonly accepted format for a technical report; explains the purposes of the individual sections; and gives hints on how to go about drafting and refining a report in order to produce an accurate, professional document.

2. Structure: A technical report should contain the following sections;

Section	Details
Title page	Must include the title of the report. Reports for assessment, where the word length has been specified, will often also require the summary word count and the main text word count.
Summary	A summary of the whole report including important features, results and conclusions.
Contents	Numbers and lists all section and subsection headings with page numbers.
Introduction	States the objectives of the report and comments on the way the topic of the report is to be treated. Leads straight into the report itself. Must not be a copy of the introduction in a lab handout.

The sections which make up the body of the report	Divided into numbered and headed sections. These sections separate the different main ideas in a logical order.
Conclusions	A short, logical summing up of the theme(s) developed in the main text.
References	Details of published sources of material referred to or quoted in the text (including any lecture notes and URL addresses of any websites used.
Bibliography	Other published sources of material, including websites, not referred to in the text but useful for background or further reading.
Acknowledgements	List of people who helped you research or prepare the report, including your proofreaders.
Appendices (if appropriate)	Any further material which is essential for full understanding of your report (e.g. large scale diagrams, computer code, raw data, specifications) but not required by a casual reader.

3. Presentation: For technical reports required as part of an assessment, the following presentation guidelines are recommended;

Script	The report must be printed single sided on white A4 paper. Hand written or dot-matrix printed reports are not acceptable.
Margins	All four margins must be at least 2.54 cm
Page numbers	Do not number the title, summary or contents pages. Number all other pages consecutively starting at 1
Binding	A single staple in the top left corner or 3 staples spaced down the left hand margin. For longer reports (e.g. year 3 project report) binders may be used.

4. Planning the report: There are some excellent textbooks contain advice about the writing process and how to begin. Here is a checklist of the main stages;

• Collect your information. Sources include laboratory handouts and lecture notes, the University Library, the reference books and journals in the Department office. Keep an accurate record of all the published references which you intend to use in your report, by noting down the following information;

Journal article:

author(s)

title of article

name of journal (italic or underlined)

year of publication

volume number (bold)

issue number, if provided (in brackets)

page numbers

Book:

author(s)

title of book (italic or underlined)

edition, if appropriate

publisher

year of publication

N.B. the listing of recommended textbooks in section 2 contains all this information in the correct format.

• **Creative phase of planning:** Write down topics and ideas from your researched material in random order. Next arrange them into logical groups. Keep note of topics that do not fit into groups in case they come in useful later. Put the groups into a logical sequence which covers the topic of your report.

• **Structuring the report:** Using your logical sequence of grouped ideas, write out a rough outline of the report with headings and subheadings.

N.B. the listing of recommended textbooks in Section 16 contains all this information in the correct format.

5. Writing the first draft: Who is going to read the report? The readers might be fellow students and/or faculty markers. In professional contexts, the readers might be managers, clients, project team members. The answer will affect the content and technical level, and is a major consideration in the level of detail required in the introduction.

Begin writing with the main text, not the introduction. Follow your outline in terms of headings and subheadings. Let the ideas flow; do not worry at this stage about style, spelling or word processing. If you get stuck, go back to your outline plan and make more detailed preparatory notes to get the writing flowing again.

Make rough sketches of diagrams or graphs. Keep a numbered list of references as they are included in your writing and put any quoted material inside quotation marks

Write the Conclusion next, followed by the Introduction. Do not write the Summary at this stage.

6. Revising the first draft: This is the stage at which your report will start to take shape as a professional, technical document. In revising what you have drafted you must bear in mind the following, important principle;

• The essence of a successful technical report lies in how accurately and concisely it conveys the intended information to the intended readership.

• Does that sentence/paragraph/section say what I want and mean it to say?

If not, write it in a different way.

• Are there any words/sentences/paragraphs which could be removed without affecting the information which I am trying to convey?

If so, remove them.

7. Diagrams, graphs, tables and mathematics: It is often the case that technical information is most concisely and clearly conveyed by means other than words. Imagine how you would describe an electrical circuit layout using words rather than a circuit diagram. Here are some simple guidelines;

Diagrams	Keep them simple. Draw them specifically for the report. Put small diagrams after the text reference and as close as possible to it. Think about where to place large diagrams.
Graphs	For detailed guidance on graph plotting, see the 'guide to laboratory report writing'
Tables	Is a table the best way to present your information? Consider graphs, bar charts or pie charts.
	Dependent tables (small) can be placed within the text, even as part of a sentence.
	Independent tables (larger) are separated from the text with table numbers and captions. Position them as close as possible to the text reference. Complicated tables should go in an appendix.
Mathematics	Only use mathematics where it is the most efficient way to convey the information. Longer mathematical arguments, if they are really necessary, should go into an appendix. You will be provided with lecture handouts on the correct layout for mathematics.

8. The report layout: The appearance of a report is no less important than its content. An attractive, clearly organised report stands a better chance of being read. Use a standard, 12pt, font, such as Times New Roman, for the main text. Use different font sizes, bold, italic and underline where appropriate but not to excess. Too many changes of type style can look very fussy.

9. Headings: Use heading and sub-headings to break up the text and to guide the reader. They should be based on the logical sequence which you identified at the planning stage but with enough sub-headings to break up the material into manageable chunks. The use of numbering and type size and style can clarify the structure as follows;

(i) Methods of harnessing wave energy

(ii) Shore-based systems

(iii) Deep-water systems

(iv) "Duck" devices

(v) Rafts

10. References to diagrams, graphs, tables and equations: • In the main text you must always refer to any diagram, graph or table which you use.

• Label diagrams and graphs as follows;

Figure 1.2 Graph of energy output as a function of wave height.

In this example, the second diagram in section 1 would be referred to by "...see figure 1.2..."

• Label tables in a similar fashion;

Table 3.1 Performance specifications of a range of commercially available GaAsFET devices

In this example, the first table in section 3 might be referred to by "...with reference to the performance specifications provided in Table 3.1..."

• Number equations as follows;

$$F(dB) = 10*log10(F) \quad (3.6)$$

In this example, the sixth equation in section 3 might be referred to by "...noise figure in decibels as given by eqn (3.6)..."

11. Originality and plagiarism: Whenever you make use of other people's facts or ideas, you must indicate this in the text with a number which refers to an item in the list of references. Any phrases, sentences or paragraphs which are copied unaltered must be enclosed in quotation marks and referenced by a number. Material which is not reproduced unaltered should not be in quotation marks but must still be referenced. It is not sufficient to list the sources of information at the end of the report; you must indicate the sources of information individually within the report using the reference numbering system.

Information that is not referenced is assumed to be either common knowledge or your own work or ideas; if it is not, then it is assumed to be plagiarised i.e. you have knowingly copied someone else's words, facts or ideas without reference, passing them off as your own. This is a **serious offence**. If the person copied from is a fellow student, then this offence is known as collusion and is equally serious. Examination boards can, and do, impose penalties for these offences ranging from loss of marks to disqualification from the award of a degree.

This warning applies equally to information obtained from the Internet. It is very easy for markers to identify words and images that have been copied directly from web sites. If you do this without acknowledging the source of your information and putting the words in quotation marks then your report will be sent to the Investigating Officer and you may be called before a disciplinary panel.

12. Finalising the report and proofreading: Your report should now be nearly complete with an introduction, main text in sections, conclusions, properly formatted references and bibliography and any appendices. Now you must add the page numbers, contents and title pages and write the summary.

13. The Summary: The summary, with the title, should indicate the scope of the report and give the main results and conclusions. It must be intelligible without the rest of the report. Many people may read, and refer to, a report summary but only a few may read the full report, as often happens in a professional organisation.

- Purpose - a short version of the report and a guide to the report.
- Length - short, typically not more than 100-300 words
- Content - provide information, not just a description of the report.

14. Proofreading: This refers to the checking of every aspect of a piece of written work from the content to the layout and is an absolutely necessary part of the writing process. You should acquire the habit of never sending or submitting any piece of written work, from email to course work, without at least one and preferably several processes of proofreading. In addition, it is not possible for you, as the author of a long piece of writing, to proofread accurately yourself; you are too familiar with what you have written and will not spot all the mistakes.

When you have finished your report, and before you staple it, you must check it very carefully yourself. You should then give it to someone else, e.g. one of your fellow students, to read carefully and check for any errors in content, style, structure and layout. You should record the name of this person in your acknowledgements.

Tips for Writing & Delivering the Perfect Speech

1. Know Your Audience: Knowing your audience is a major key to writing and delivering an exceptional speech. The demographics of your audience should dictate what kind of word phrasing you use, what kinds of jokes you may or may not want to include, and more. An older crowd will not receive a message the same way a high school crowd would. Keep in mind who you are talking to, and what makes them tick.

2. Start and End Strong: The beginning and end of your speech should be symmetrical in strength. If you start strong and end weak, it will be noticeable. Attention grabbers like quotes, relevant questions and tasteful jokes are good ways to start and end a speech. If you start with a quote, you don't necessarily have to end with the same quote—or a quote at all. Your speech may fare better if you end with a question or a joke. Every speech is different.

3. Have a Clear Purpose: Before you start writing your speech, you should consider your goal. Do you want the audience to be in awe of what you said? Are you persuading them to take an action? Do you want to inspire them or cause them to think? Distinguishing your end result will help you to write an exceptional speech to support your purpose.

4. Practice: Say your speech out loud in front of your mirror. Recite your speech over and over again until you feel confident that you could give the speech without any notes. You may still want to use an outline in case you stumble, but being prepared goes a long way. Find someone who you trust to be supportive, and recite your speech to that person and see what advice, questions or suggestions they might have for you. Try to eliminate "ums" and "uhs" as much as possible. You may want to have someone count how many times you say "um," and try to get that number down to as few as possible.

5. Consider Time: A great speech fits within the parameters of a given situation, including the time. Whatever the situation, the length of the speech should be succinct. A wedding speech is usually two to five minutes in length, while a business speech might be around 10 minutes, or longer.

6. Outline: An outline is a piece of paper that portrays the main points of the speech. Your outline may have a short phrase per line just to remind you how of you ordered your speech. The goal would be to give the speech without referring to your outline. Use eye contact with most, or all, of your audience members. Only glance at your outline if you have to.

7. Body Language: Your body language says a lot about you. Relax, loosen up and use hand gestures when appropriate. Don't try to keep your hands on a lectern, in your pockets or across your chest for the duration of your speech. Remember to breathe and be yourself!

Commemorative speeches are sometimes known as "ceremonial" or "epideictic" speeches. At the most basic level, commemorative speeches pay tribute or praise a person, an institution, an event, idea, or place. Their focus is on VALUES. All societies hold certain values central to human existence: beauty, loyalty, wisdom, kindness, tradition, success, innocence, experience, and courage, for example. The commemorative speech will celebrate these values. Types of commemorative speeches include the eulogy, the speech of nomination, the speech of goodwill, the wedding toast, and the award acceptance speech.

Please note that the commemorative speech is not just informative. Thus, a speaker would not just give a biography of Gandhi, but rather would celebrate who he was, why he was worthy of praise, and encourage the audience to celebrate those values.

There are many kinds of commemorative speeches. This type of presentation can be delivered for a wide variety of purposes at many different kinds of events.

- Retirement speech in commemoration of someone's accomplishments at work
- Eulogy in honor of someone who has recently passed away
- Graduation speech presented at a ceremony in which diplomas or degrees are being conferred

- Farewell speech to someone who is moving away or leaving a job
- Anniversary speech in honor of a loving couple
- Years of service milestone for a long-term employee
- Accomplishment of a company milestone, such as receipt of an industry award or significant business anniversary
- Gratitude for a loved one's special support

Welcome Speech

As a short, encouraging speech is preferable, keep it under five minutes. Any longer and people's interest may start to wane. To begin, you'll want to give a warm greeting. Next, move onto some background information about why you're all together on this day and finish with what will take place after the initial greetings are done.

This basic outline works for a welcome speech at any event:

- Greet everyone
- Remind them why you've gathered together
- Amp up the crowd

What to Avoid in Your Speech

It's just as important to know what not to include in your speech if you want to leave people inspired.

Don't give too much detail: Since this is a basic, general welcome, try to steer clear of detailed information. Your speech should serve as a blanketed welcome to everyone in the crowd. Now's not the time to address specific matters but, rather, to address everyone in the audience and make them feel welcome and wanted.

Don't talk for too long: A welcome speech is short and sweet. Deliver the grand welcome, thank everyone for gathering together, and offer a few breadcrumbs that will get everyone excited.

Don't use offensive language: In the spirit of keeping everyone excited and optimistic, be sure to steer clear of any jokes or comments that could be considered profane or in poor taste.

How to write a job farewell speech

A well-written job farewell speech can leave a good lasting impression on your colleagues. Writing down what you want to say can help you feel calmer and more confident when it is time to give your speech. Follow these steps to write an effective farewell speech:

1. Draft an outline
2. Write an introduction
3. Expand on your ideas with the right tone
4. Edit your speech
5. Ask for a trusted colleague's opinion

Tips for delivering a memorable farewell speech at work

Follow these tips to deliver the best job farewell speech you can:

1. Speak with a relaxed tone: A relaxed tone engages your audience and speaking from notes, rather than a script, can help your farewell speech feel more conversational and heartfelt.

2. Speak audibly and clearly: This tip is especially important if you are giving a speech without the use of a microphone in front of a larger group. It also ensures everyone hears and understands the speech, which can improve engagement.

3. **Stay calm:** Take a few deep breaths, or focus on a friend in the room to speak calmly and confidently. It's fine to be a little emotional when saying goodbye, and these calming techniques can make sure you still clearly deliver your speech.

4. **Use natural gestures:** Gestures can help make your speech feel more genuine and honest. Smiling and laughing with the audience can also promote engagement.

5. **Keep it positive:** Unless you are saying only kind, positive things about your time with the organization, it is best not to give a farewell speech at all. Make sure to show gratitude and wish the company well in the future.

Condolence Message

The first part of your condolence message should start with a brief introduction. Start your condolence message by acknowledging the loss and that you were deeply sorry to learn of the news. There are many different ways to say this. Below is couple examples of phrases you can use.

"I was filled with sadness when I learned about your father's passing"

"I am so sorry to hear that your sister has passed away."

"I was so sorry to learn of the passing of ..."

In the middle section of your condolence message, you can talk about the qualities of the deceased and share some memories. Reminiscing over memories you shared with the deceased can be comforting to the recipient of your condolence message. Just make sure that the memories you share are appropriate. The last thing you want is to upset someone by sharing a story about their loved one that angers or upsets them.

In this section of your condolence message, you can say something along the lines of:

"She always had a smile on her face. That's what I'm going to miss the most about Cheryl."

"Dylan was always willing to lend a hand. Even if he was busy, he always made time to help others when he could."

"I'll never forget Doug's infectious laugh. He was always the life of the party."

In the final section of your condolence message, you can offer support to the bereaved. Instead of saying something generic like "if there's anything you need..." make your offer specific. The coming weeks will likely be quite difficult for the bereaved. So, if you would like to help in some way, now is the time.

There are many ways to offer assistance, so get creative. A few different examples include, offering to babysit the kids so they can have a night out. Or asking if you can drive them to any upcoming appointments.

The closing section of your condolence message is also where you should mention the funeral service or RSVP. If the bereaved will be receiving your condolence message before the service, now is the time to confirm your attendance. If you plan to send the letter after the service, you can mention something about the service or apologize for being unable to attend.

If you and the recipient were close, you can end the condolence message with something along the lines of:

"Lots of love"

"With all my love"

However, if you were not that close to the recipient, something more appropriate could be:

"My sincere sympathy"