

Memorandum

Letters and memos

- Letter are formal and official documents.
They are personalized and signed.
- Letters are used for important personalized messages.
- They are used for external communication, e.g. with clients, customers, other organizations.

Memorandum

- A memorandum is considered “inside” correspondence.
- It is written to someone in your company.



Advantages of Memos

Memos are:

- Quick
- Inexpensive
- Convenient
- A Written Record



Memorandum

- A memo is less formal than a letter.
- It usually conveys one idea and is likely to be short.
- Effective memos are clearly written with the objective stated in the first sentence.

Purposes of Memos

- To Inquire
- To Inform
- To Report
- To Remind
- To Transmit
- To Promote Goodwill



Purposes of the Memo

A business memo serves many useful purposes.

- ❑ It helps members of a business organization communicate, without the need for time-consuming meetings.
- ❑ It lets someone know something they need to know in an effective and efficient manner.

Memos can be used to

- Exchange information
- Request information
- Instruct employees
- Report results
- Short reports (progress report, trip report)
- Internal proposals

Memo's Role

- Play an important role in management
- Keeps employees informed
- Motivates employees
- Keeps their moral high

Memo Format

I. Heading

II. Body of the Memo

III. Call to Action

I. Heading

TO: (readers' names and job titles)

FROM: (your name and job title)

DATE: (Month day, year)

SUBJECT: (what the memo is
about, highlighted in some way)

CC: (others who are involved)

BCC: (not directly involved)

Body of the Memo

The body of the memo will include three components:

- **Introduction:** This is usually a short paragraph of two or three sentences that lets people know the reason for the memo. IT states the purpose of the memo
- **Details:** This section gets to the meat of the message using key points, highlights, or conclusions. This may include facts, statistics, examples and reasons for the memo.
- **Conclusion:** The conclusion will make it clear what action needs to be taken and when it needs to be completed or reiterates the timely news included in the memo.

Organizing Memo Content

- Direct Approach
- Indirect Approach

Examples of Memo:

To: Department Chairs
From: Dr. Kerns, CEO
Date: March 13, 2016
Subject: Supplies Budgets

Please note that we have used more than 80% of the budgeted funds for office supplies for this fiscal year. We have over 3 months left in the fiscal year. Plan accordingly so that you do not overspend in this area. Please see me to discuss extenuating circumstances.

Examples of Memo:

To: All Staff
From: Dr. Jeff Joyner, President
Date: March 13, 2016
Subject: Annual Company Picnic

The annual company picnic will be held at Memorial Park on May 27, 2016. The event will be catered by Fresh Air Barbeque, with desserts by Nancy's Sweet Things. Immediate family members are invited. Please plan to join us! RSVP with Mrs. Taylor by May 1, 2016.

To: All Staff

From: The Manager

Date: May 27, 2010

Subject: Inappropriate use of time on Google Doodle games

Coworkers,

It has come to my attention that many in the office have been spending time on the Google home page microgames. This memo is a reminder to use your work hours for work.

According to a recent article, the estimated daily cost of people collectively playing these games instead of working is over \$120 million—which is calculated based on the daily average increased time spent on the Google home page (36 seconds).

If these estimates are applied to our 600 office employees, this results in a nearly \$700 weekly loss.

This is a conservative estimate considering the extensive discussions that occur about beating the office's current high score. The extra cost quickly adds up.

Of course, we don't want you to view our organization as a place of drudgery and draconian rules. I encourage a fun and competitive environment, and I recognize that we certainly won't be profitable if you are unhappy or dissatisfied with your jobs. This is just a reminder to be careful with your use of company time.

Thank you,

The Manager

Your turn!

- Write *a report* to the students of your department in the form of a memo informing about a conference/seminar you attended. Include in your report:
 - The name of the conference
 - The time and place
 - The purpose
 - The reason for attending it
 - Summary of what you learnt [10 marks]