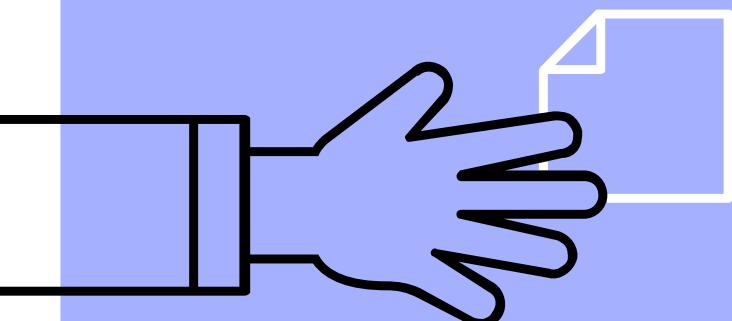
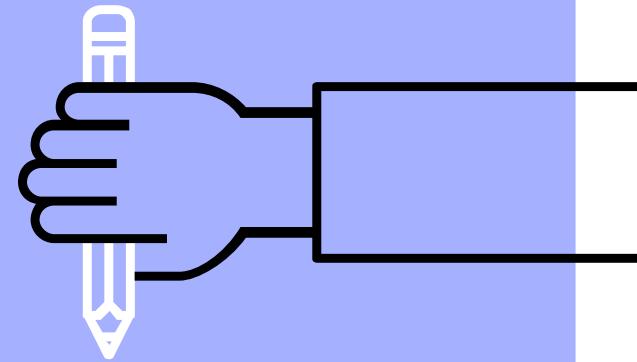


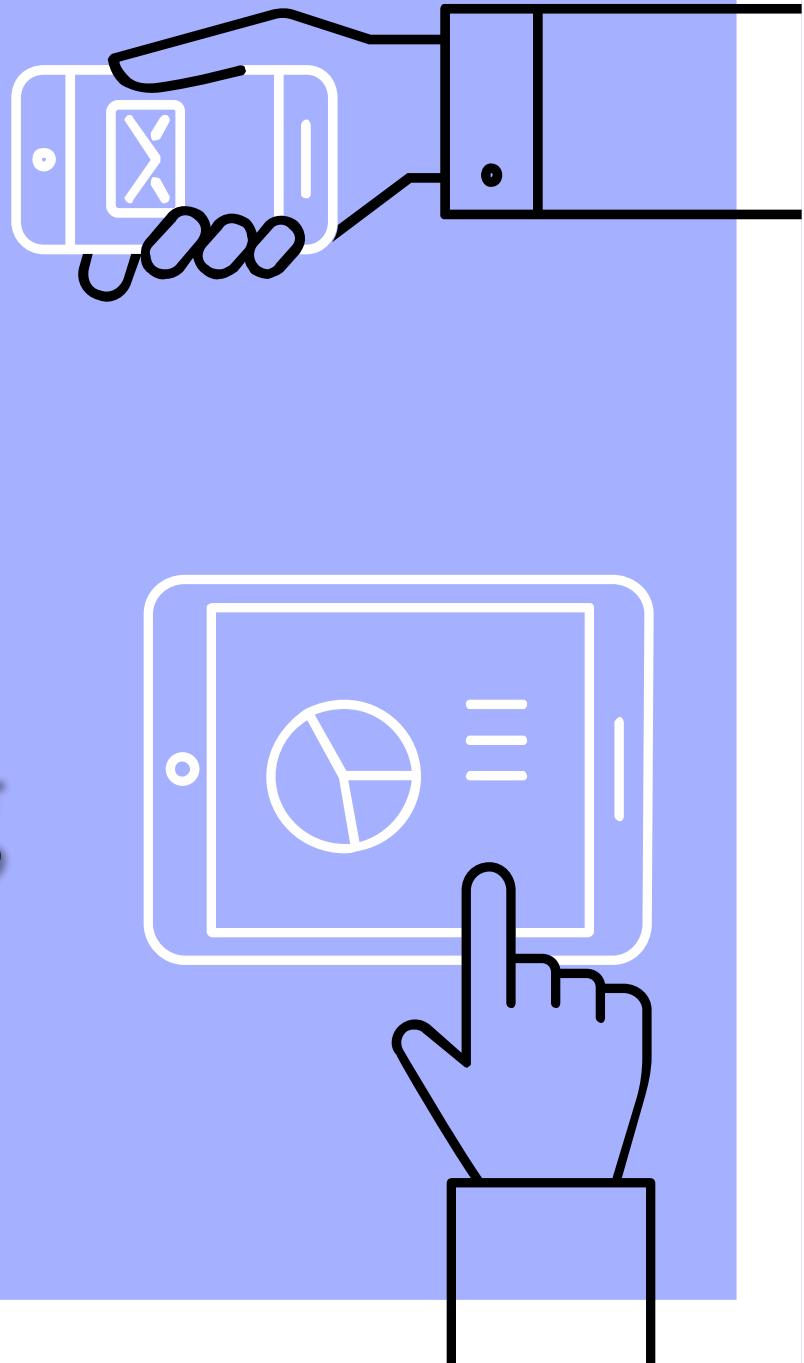
# Business Communication for THE DIGITAL WORKPLACE

EAC 594



# WRITING PROCESS

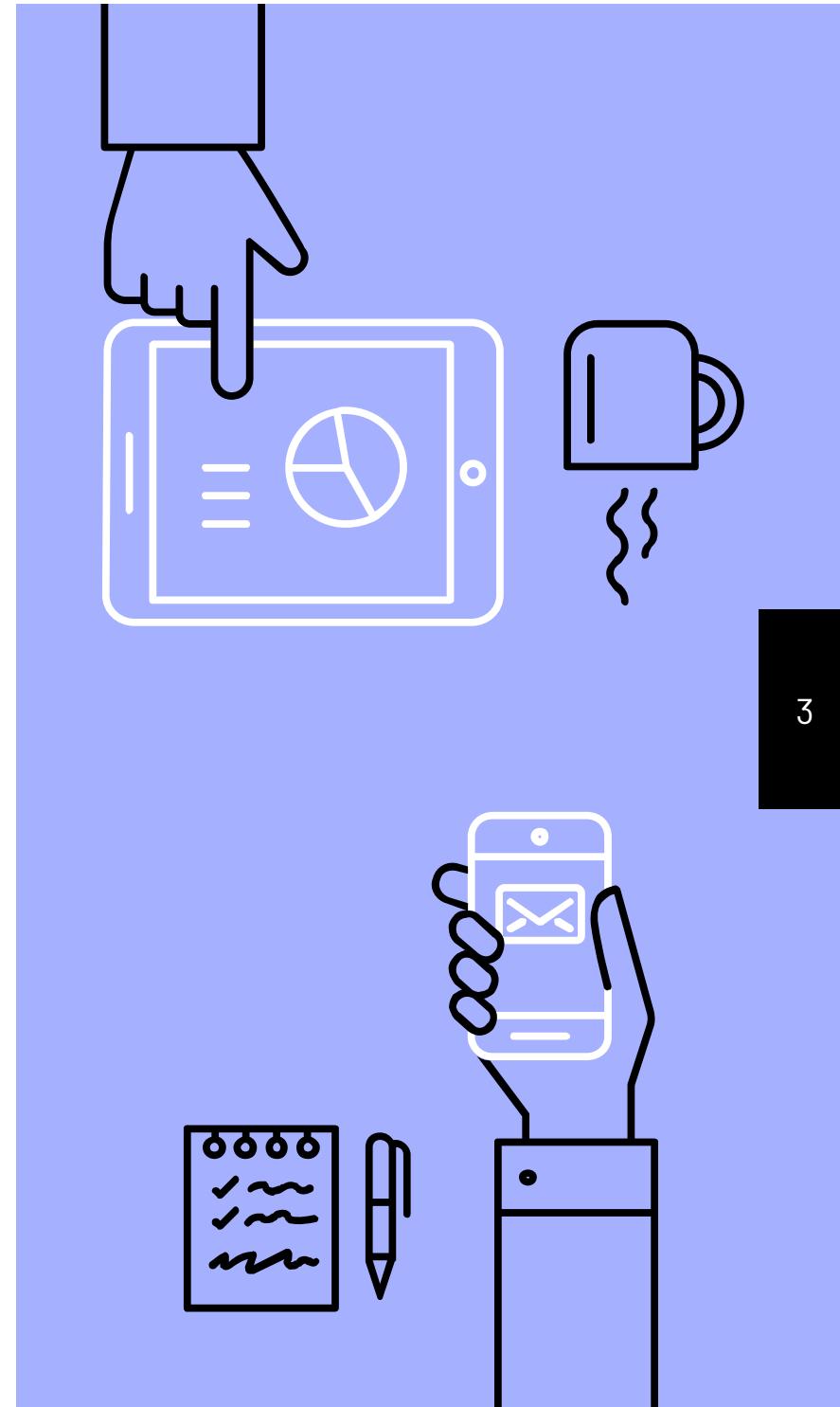
## Drafting & Editing



# Drafting and Editing Business Messages

**Phase 2 and 3 of the 3-x-3 writing process:**

- ▶ Appropriate level of research
- ▶ **Organize the information**
- ▶ **Write the first draft**
- ▶ **Revise, proofread, evaluate**



## FIGURE 4.1 The 3-x-3 Writing Process

### 1 Prewriting

**Analyze:** Decide on your purpose. What do you want the receiver to do or believe? What channel or form is best? Should you deliver your message in writing, orally, electronically, or graphically?

**Anticipate:** Profile the audience. What does the receiver already know? Will the receiver's response be neutral, positive, or negative? Use the direct method for positive messages; consider using the indirect method for negative or persuasive messages.

**Adapt:** What techniques can you use to adapt your message to its audience and the audience's anticipated reaction? Include audience benefits and the "you" view, as well as positive, conversational, and courteous language.

### 2 Writing

**Research:** Gather data to provide facts. Search company files, previous correspondence, and the Internet. What do you need to know to write this message? How much does the audience already know?

**Organize:** Group similar facts together. Organize direct messages with the big idea first, followed by an explanation and an action request in the closing. For persuasive or negative messages, use an indirect, problem-solving plan. For short messages, make quick notes. For longer messages, outline your plan and make notes.

**Compose:** Prepare a first draft, usually writing quickly. Focus on short, clear sentences using the active voice. Link ideas to build paragraph coherence.

### 3 Revising

**Revise:** Edit your message to be sure it is clear, conversational, concise, and readable. Revise to eliminate wordy fillers, long lead-ins, redundancies, compound prepositions, wordy noun phrases, and trite business phrases. Develop parallelism and consider using headings and numbered and bulleted lists for quick comprehension.

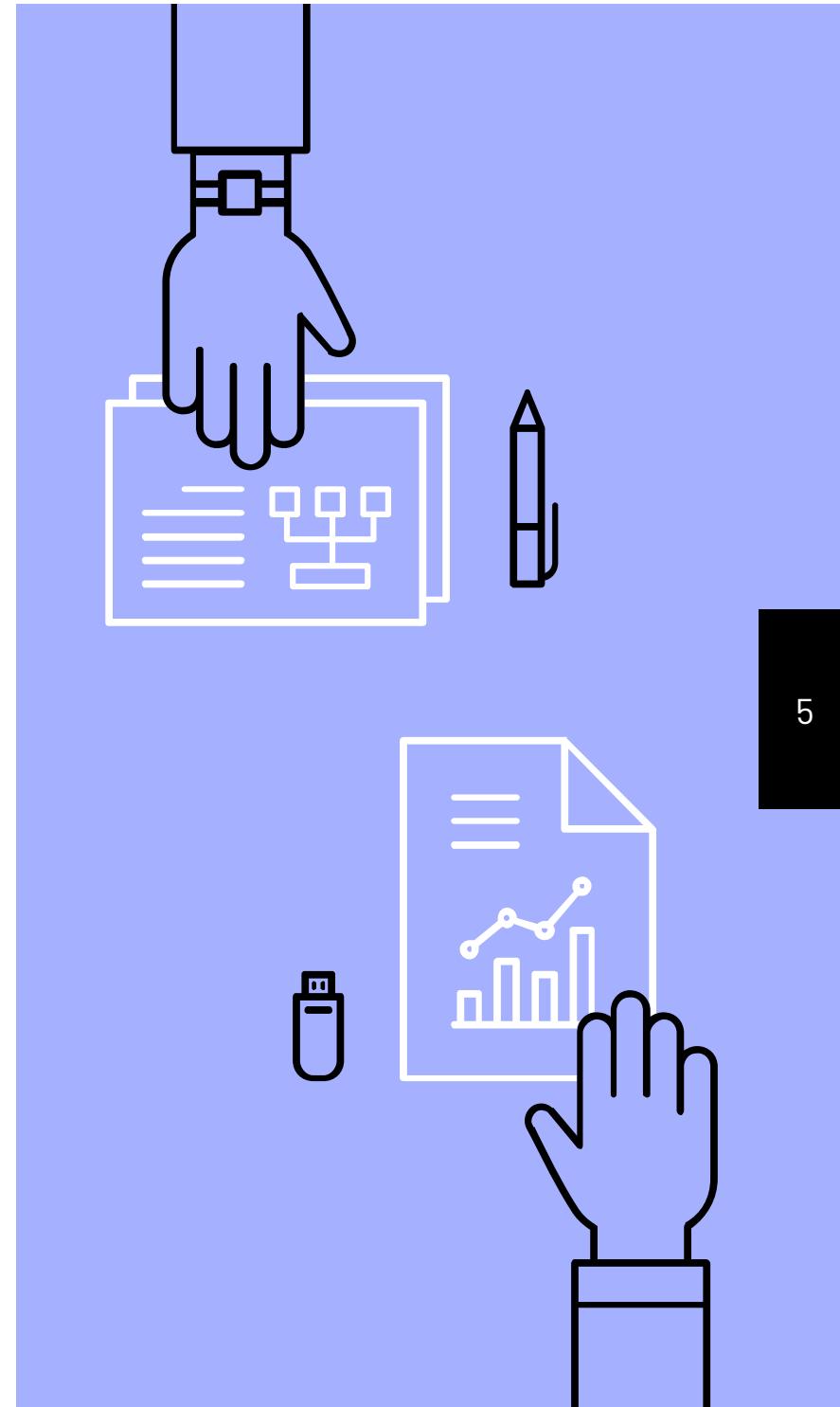
**Proofread:** Take the time to read over every message carefully. Look for errors in spelling, grammar, punctuation, names, numbers, and format.

**Evaluate:** Decide whether this message will achieve your purpose. Have you thought enough about the audience to be sure this message is appropriate and appealing?

# Drafting

## Organization:

- ▶ How you organize your message depends on your **purpose and audience**

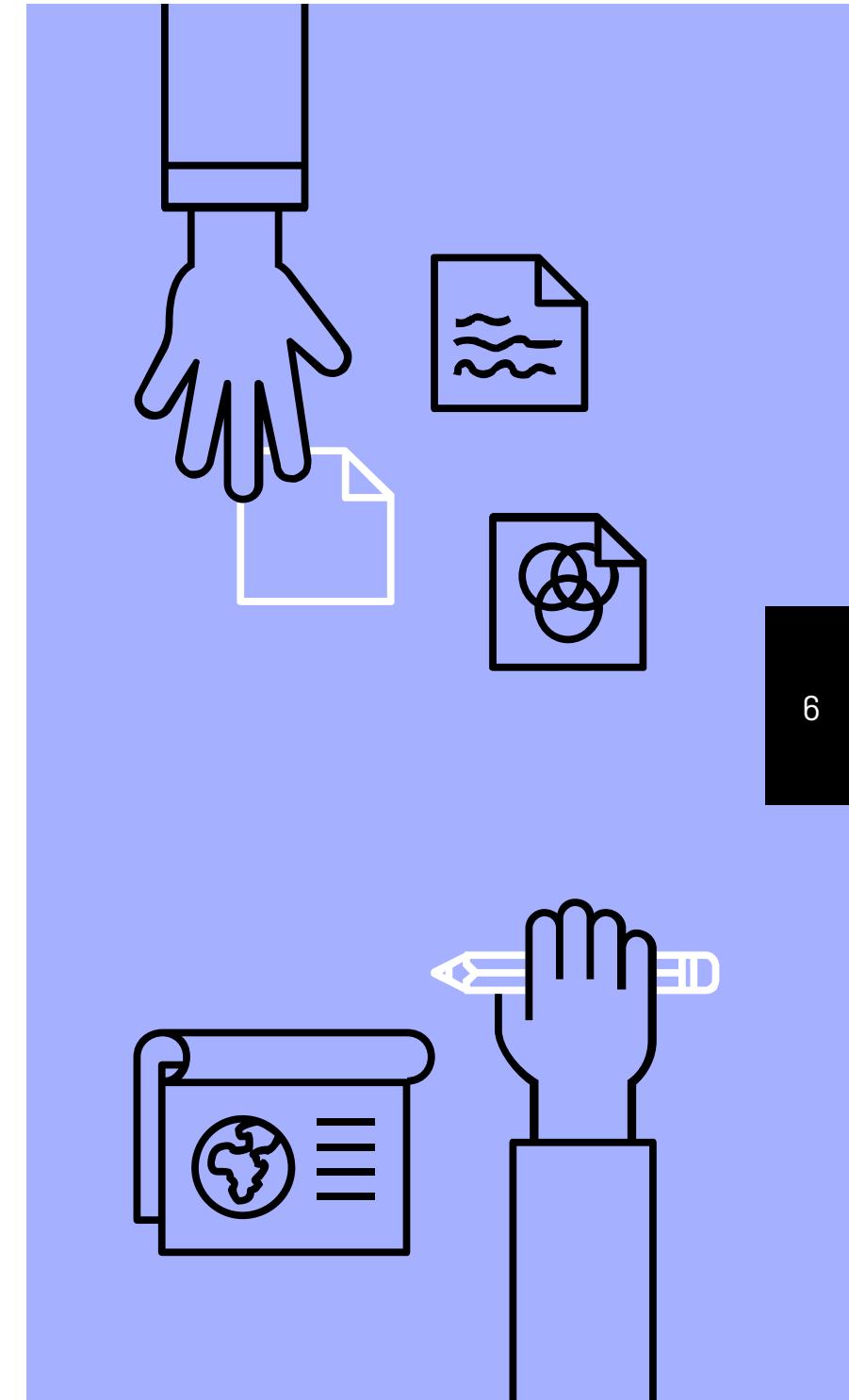


# Drafting

## Purpose

Are you trying to

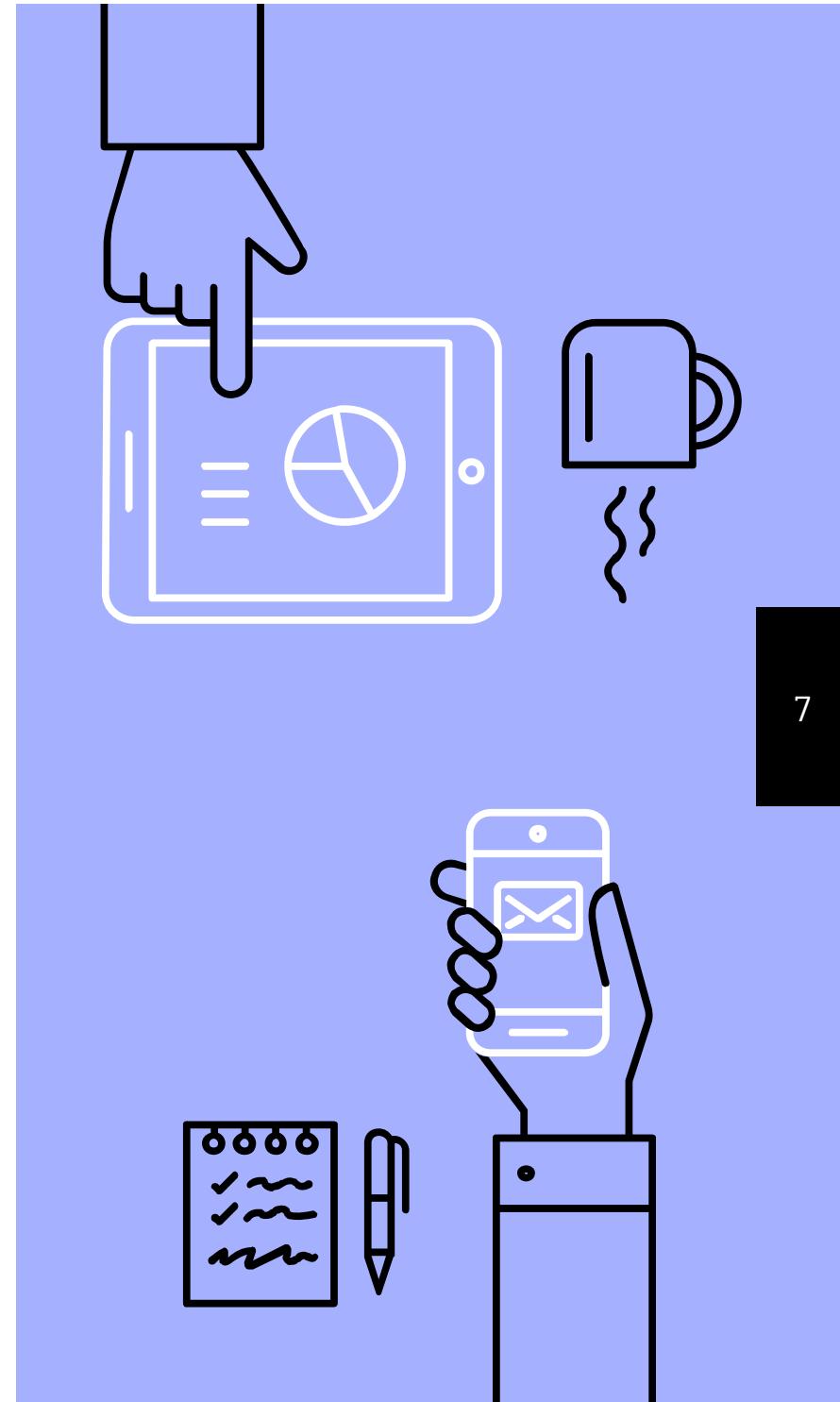
- ▷ inform
- ▷ persuade
- ▷ explain
- ▷ describe
- ▷ build goodwill

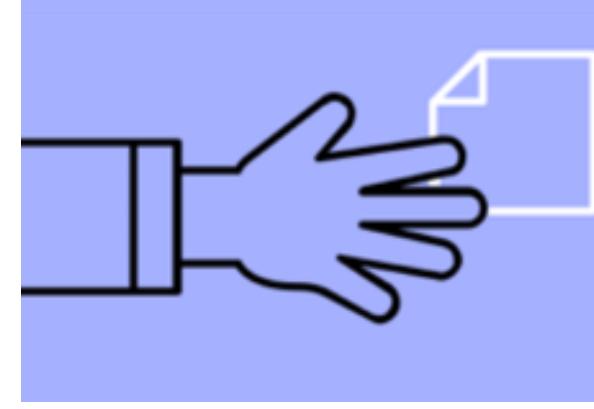


# Drafting

## Audience

- ▶ Anticipate reaction – positive, negative, neutral
- ▶ Profile – age, gender, knowledge, culture, etc.



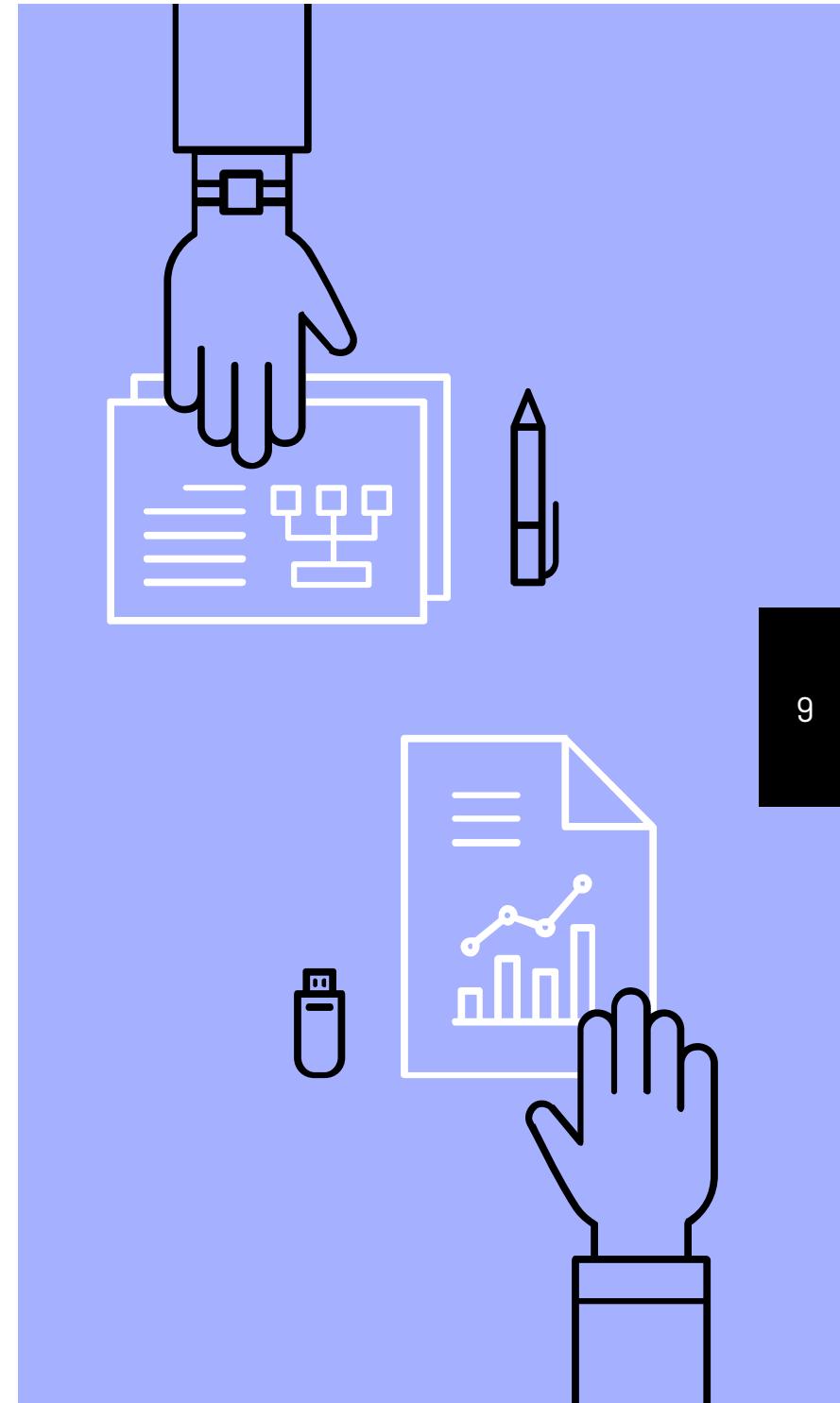


# Three Part Structure

- ▶ All messages have an:
  
- ▶ Opening                    - Introduction    >>      **Purpose**
- ▶ Main points                - Body                 >>      **Details**
- ▶ Closing                    - Conclusion      >>      **Action**

# Organizing Ideas Into Strategies

- ▶ **Direct Patterns**
- ▶ **Indirect Patterns**



# Organizing Ideas Into Strategies

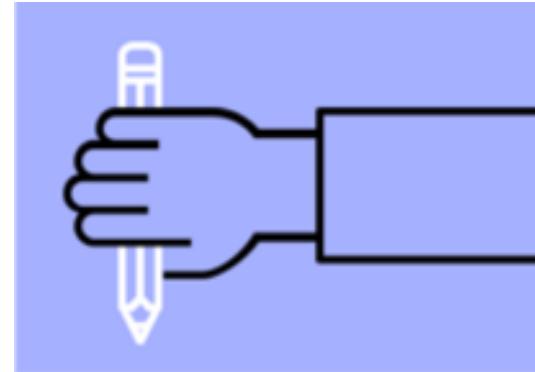


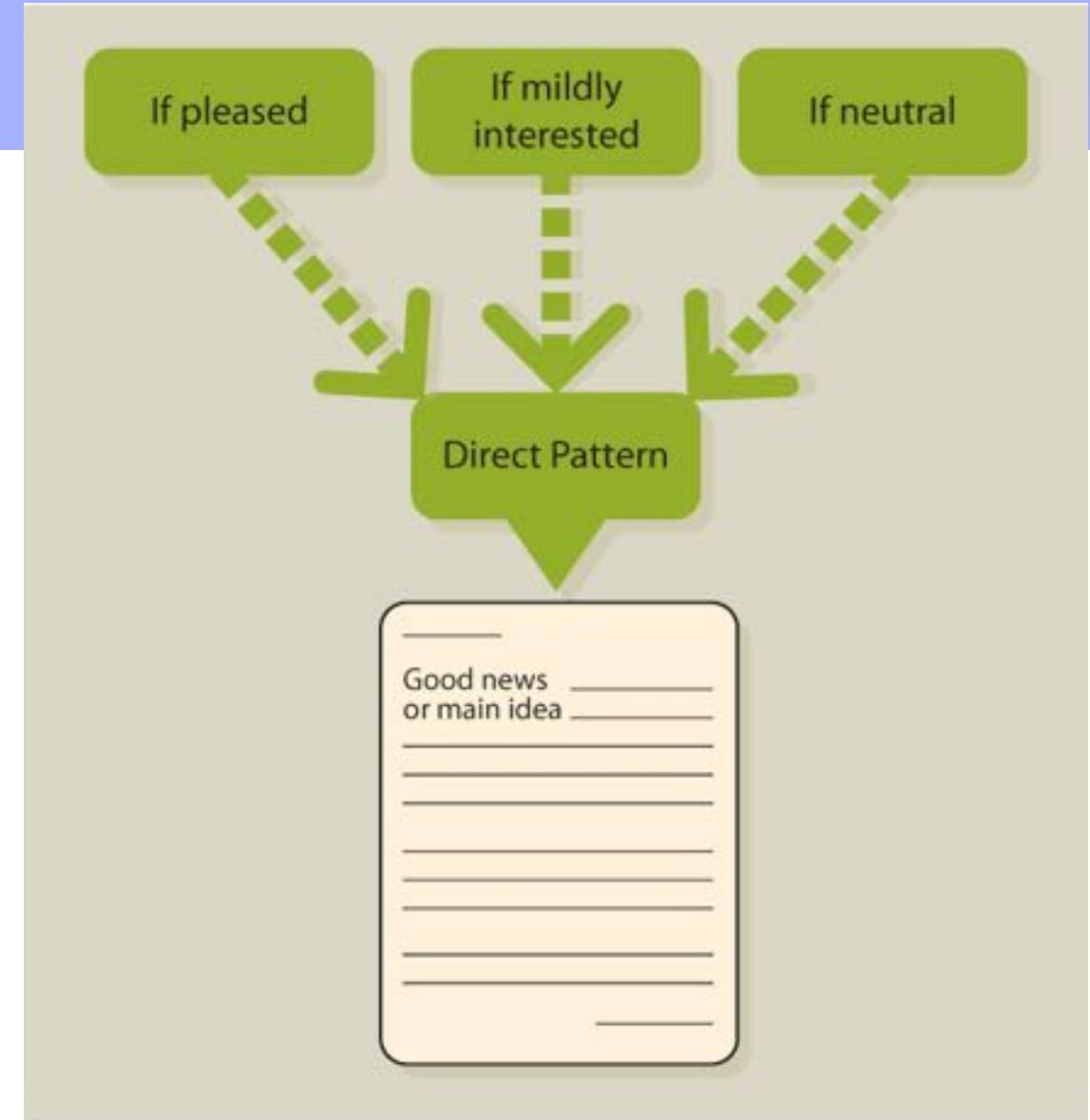
Figure 5.5 Audience Response Determines Direct or Indirect Strategy





# Direct Pattern

- Used when you anticipate that audience will receive information **favourably** or have **neutral** view of it
- Saves the reader's time
- Sets a proper frame of mind, reduces frustration by frontloading the main idea.





# Direct Pattern

## Introduction: PURPOSE

### Direct (effective) Opening

All supervisors and coordinators will meet June 17 at 10:00 a.m. in the boardroom to work out the annual operating budgets for their departments.



# Direct Pattern

## **Body: DETAILS**

### **Explain and discuss example**

Please come prepared to discuss the following topics:

- User rates;
- Charge schedule; and
- Five-year cost projections



## Direct Pattern

### **Conclusion: ACTION**

**Explain what needs to be done**

If you are unable to attend, please submit your budget proposal to me by email before June 15.



# Direct Pattern - Example

OPENING

PURPOSE

BODY

DETAILS

CLOSING

ACTION

All supervisors and coordinators will meet June 17 at 10 a.m. to work out the annual operating budgets for their departments.

Please come prepared to discuss the following topics:

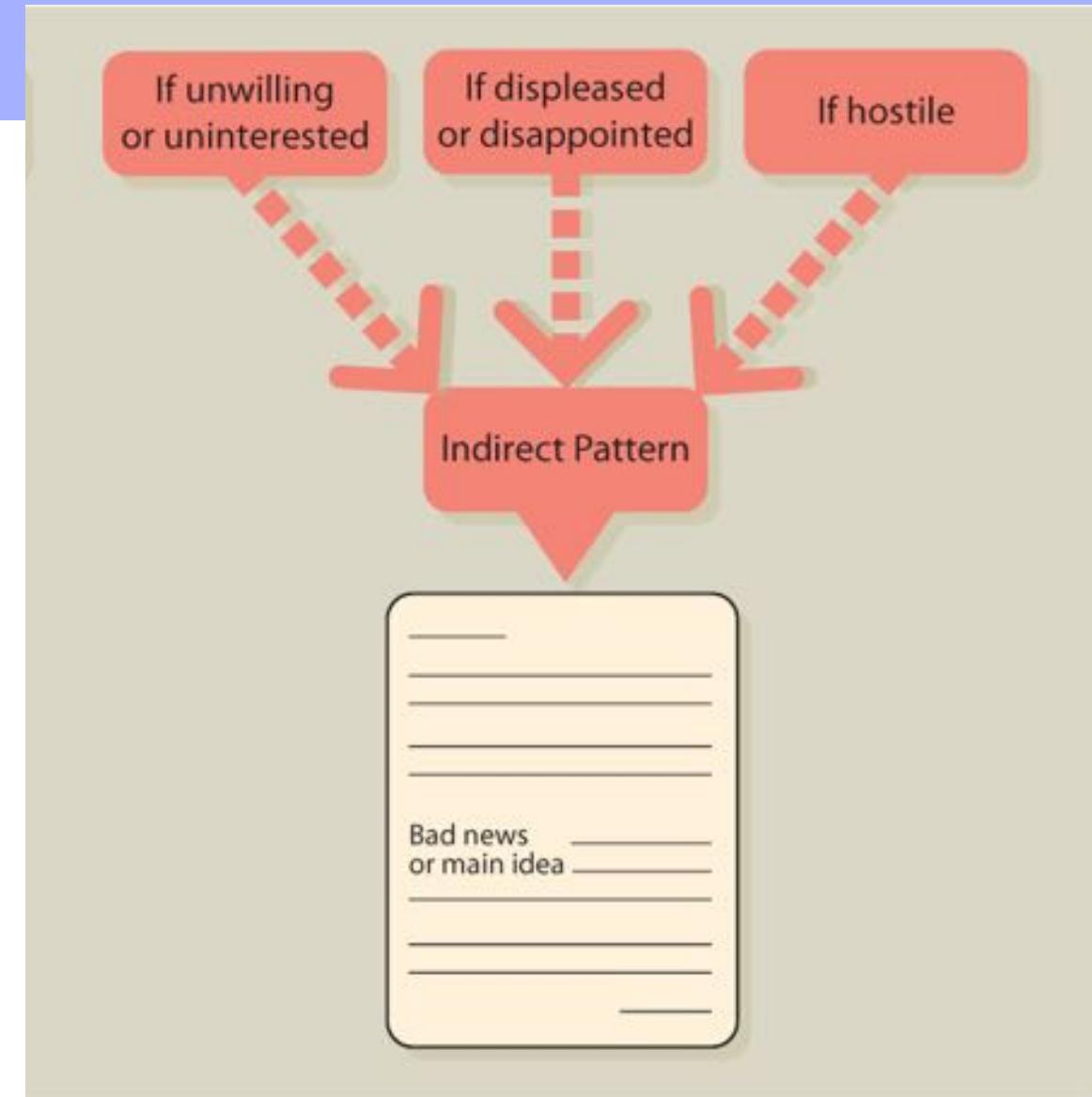
- User rates;
- Charge schedule; and
- Five-year cost projections

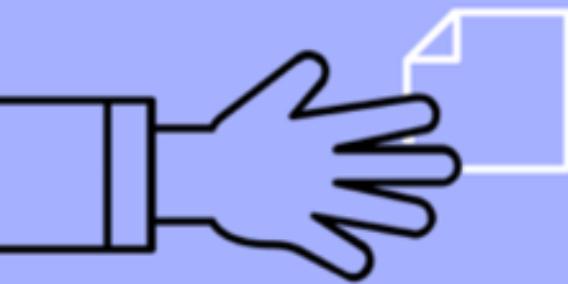
If you are unable to attend, please submit your budget proposal to me by email before June 15



# Indirect Pattern

- ▶ When you suspect that audience will **not receive** information favorably
- ▶ Ideal for **sensitive** news
- ▶ Respects the feelings of the audience
- ▶ Facilitates a fair hearing
- ▶ Minimizes a negative reaction



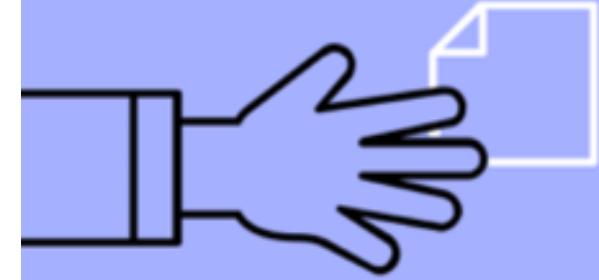


# Indirect Pattern - BRBA Formula

- B = Buffer
- R = Reasons
- B = Bad news
- A = Action



Source: <https://www.vectorstock.com/>



# Indirect Pattern

- **BUFFER** = offering some good news, positives, or any other reason to keep reading



## Indirect Pattern - Buffer

- ▶ **NO BUFFER:** Global Media **is cutting costs** in its print division by **shutting down** several local newspapers.
  
- ▶ **BUFFER:** Global Media is seeking **to improve its profitability** across its various divisions. It **is streamlining** its local newspaper holdings by **redirecting resources** that have suffered in the economic downturn and trend towards fully online content.



# Indirect Pattern - Reasons

- **BUFFER**
- **REASONS** = Are offered to explain the bad news to come

## *Example*

We were fortunate to have a number of well-qualified individuals apply for this opportunity. To fill this position, we hired a candidate who possessed the skills and educational qualifications we sought.



# Indirect Pattern – Bad News

- **BUFFER**
- **REASON**
- **BAD NEWS** = buried and quickly deflected towards further positives or alternatives

## *Example*

We wanted to write you immediately to enable you to continue your job search.



# Indirect Pattern – Action

- **BUFFER**
- **REASON**
- **BAD NEWS** = buried and quickly deflected towards further positives or alternatives
- **ACTION** = Cue or final direction to your reader/audience
-



# Indirect Pattern – Action

**BUFFER**

Global Media is seeking to improve its profitability across its various divisions. It is streamlining its local newspaper holdings by redirecting resources that have suffered in the economic downturn and trend towards fully online content.

**REASONS**

We were fortunate to have a number of well-qualified individuals apply for this opportunity. To fill this position, we hired a candidate who possessed the skills and educational qualifications we sought. We wanted to write you

**BAD NEWS**

immediately to enable you to continue your job search.

**ACTION**

Thank you for your interest in our organization. You can explore other current opportunities at Company ABC by visiting [www.companyabc.ca](http://www.companyabc.ca)

# **Use Direct Pattern**

## **Example:**

- ▶ An email / letter informing credit approval.
- ▶ A memo announcing pay raise and better health care plans.

# **Use Indirect Pattern**

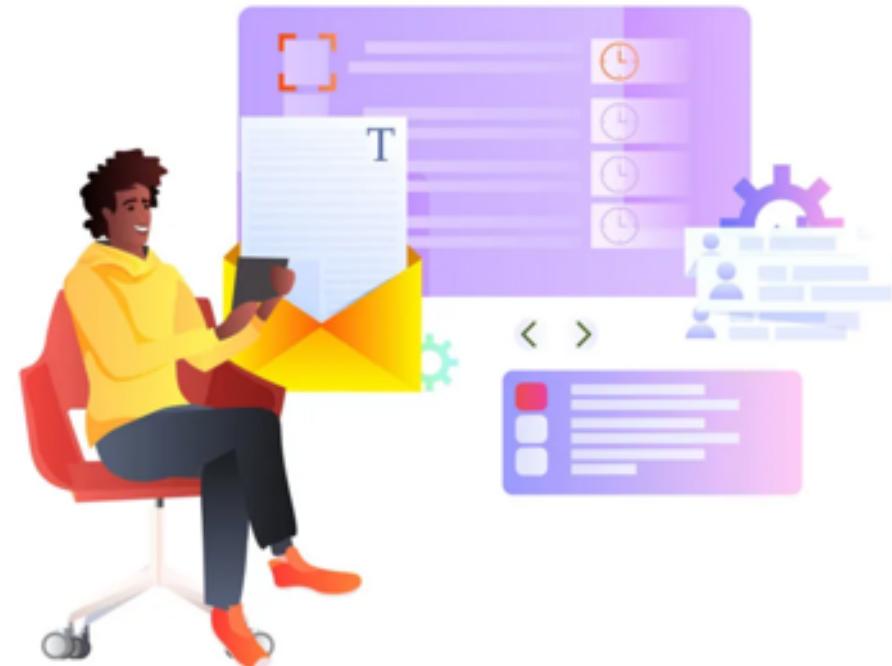
## **Example:**

- ▶ Refusing / denying request for credit.
- ▶ Request to hire an additional employee because of increased workload.

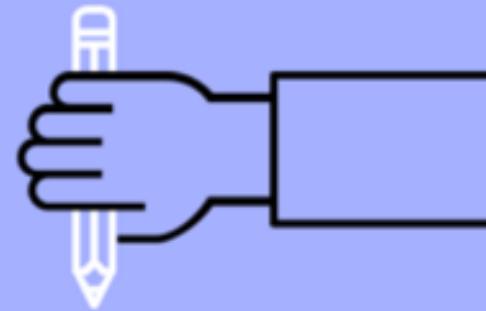
# 6 Cs of Business Writing

Whether you're writing in a formal or casual style, all good writing is characterized by the “6 Cs”

1. **Clear**
2. **Concise**
3. **Coherent**
4. **Correct**
5. **Courteous**
6. **Convincing**



# 6 Cs of Business Writing



## 1. Clear:

- ▶ The meaning of the message should obvious and simple

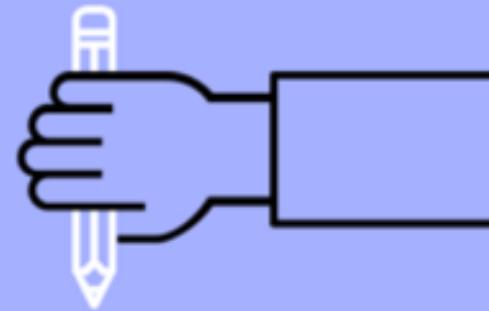
Instead of: a change in the budget

**Write:** a 10% budget reduction

Instead of: The performance was good.

**Write:** Profits increased by 23% this quarter.

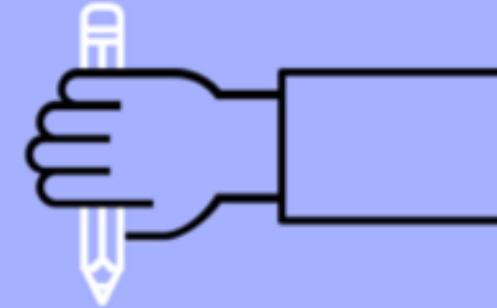
# 6 Cs of Business Writing



## 2. Concise:

- ▶ Communicate in as few words as possible, without losing clarity
- ▶ Write less, say more.
- ▶ The goal of business writing is to **express**, not to *impress*

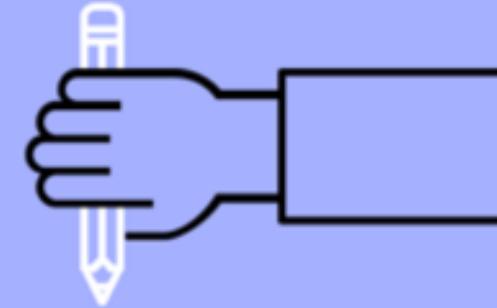
# 6 Cs of Business Writing



## 2. Concise:

- ▶ **Before:** This is to inform you that we have a new president at Seneca College.
- ▶ **After:** We have a new president at Seneca.
  
- ▶ **Before:** In the event that you can't meet the deadline, please contact us immediately.
- ▶ **After:** If you can't meet the deadline, please contact us.

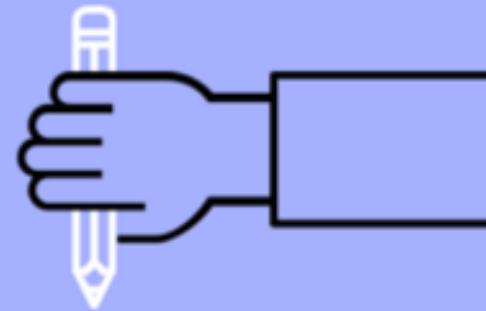
# 6 Cs of Business Writing



## 3. Coherent:

- ▶ Your information follows a logical order
- ▶ Discuss only one topic in each paragraph.
- ▶ Group similar ideas together
- ▶ Compose short sentences and paragraphs

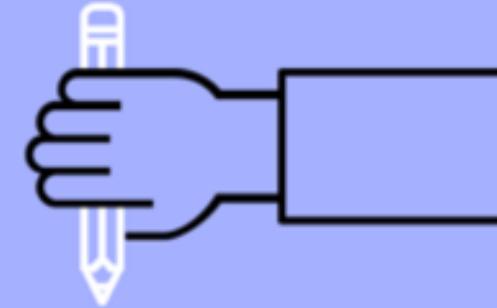
# 6 Cs of Business Writing



## 3. Coherent: Transitional Expressions

- ▶ **To Add or Strengthen**  
Ex. Additionally, again, also, besides, likewise, otherwise, furthermore
- ▶ **To show time or order**  
After, before, earlier, finally, first, meanwhile, next
- ▶ **To clarify**  
For example, for instance, in other words, thus, this means

# 6 Cs of Business Writing



## 3. Coherent: Transitional Expressions

- ▶ **To show cause and effect**

Accordingly, as a result, consequently, for this reason, so, therefore, hence

- ▶ **To Contradict**

Actually, but, however, in fact, instead, instead, rather, though

- ▶ **To Contrast**

As opposed to, at the same time, by contrast, conversely, on the contrary, on the other hand, similarly

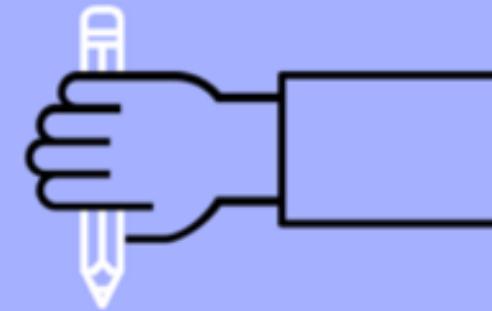
# Transitional Expressions

To Add or Strengthen	To Show Time or Order	To Clarify
additionally	after	for example
again	before	for instance
also	earlier	I mean
besides	finally	in other words
likewise	first	that is
moreover	meanwhile	this means
furthermore	next	thus

# Transitional Expressions

To Show Cause and Effect	To Contradict	To Contrast
accordingly	actually	as opposed to
as a result	but	at the same time
consequently	however	by contrast
for this reason	in fact	conversely
so	instead	on the contrary
therefore	rather	on the other hand
hence	though	similarly

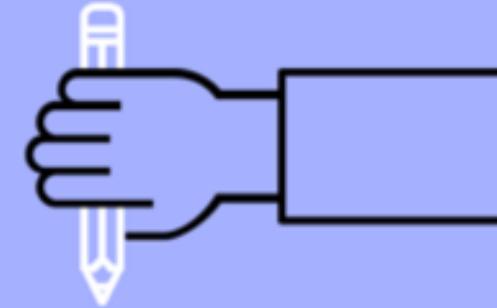
# 6 Cs of Business Writing



## 4. Correct:

- ▶ Spelling (colour not color)
- ▶ Grammar (their, there, they're, its, it's)
- ▶ Punctuation (, . ! “ ? ; ;)
- ▶ Names and numbers ( one to 10)
- ▶ Formatting (spacing, headings, lists, font, colour)

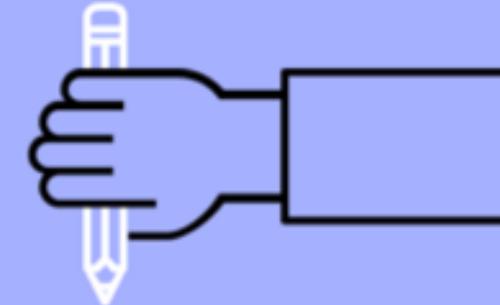
# 6 Cs of Business Writing



## 5. Courteous:

- ▶ **Before:** You forgot to sign and date our contract, so you've got to do that and send it to me a.s.a.p. because I can't process it till I receive it signed.
  
- ▶ **After:** For your contract to be processed and services initiated, please sign, date, and return it as soon as possible.

# 6 Cs of Business Writing



## 6. Convincing:

- ▶ When all the C's of writing are used properly, you'll create a confident message that will achieve its objective.



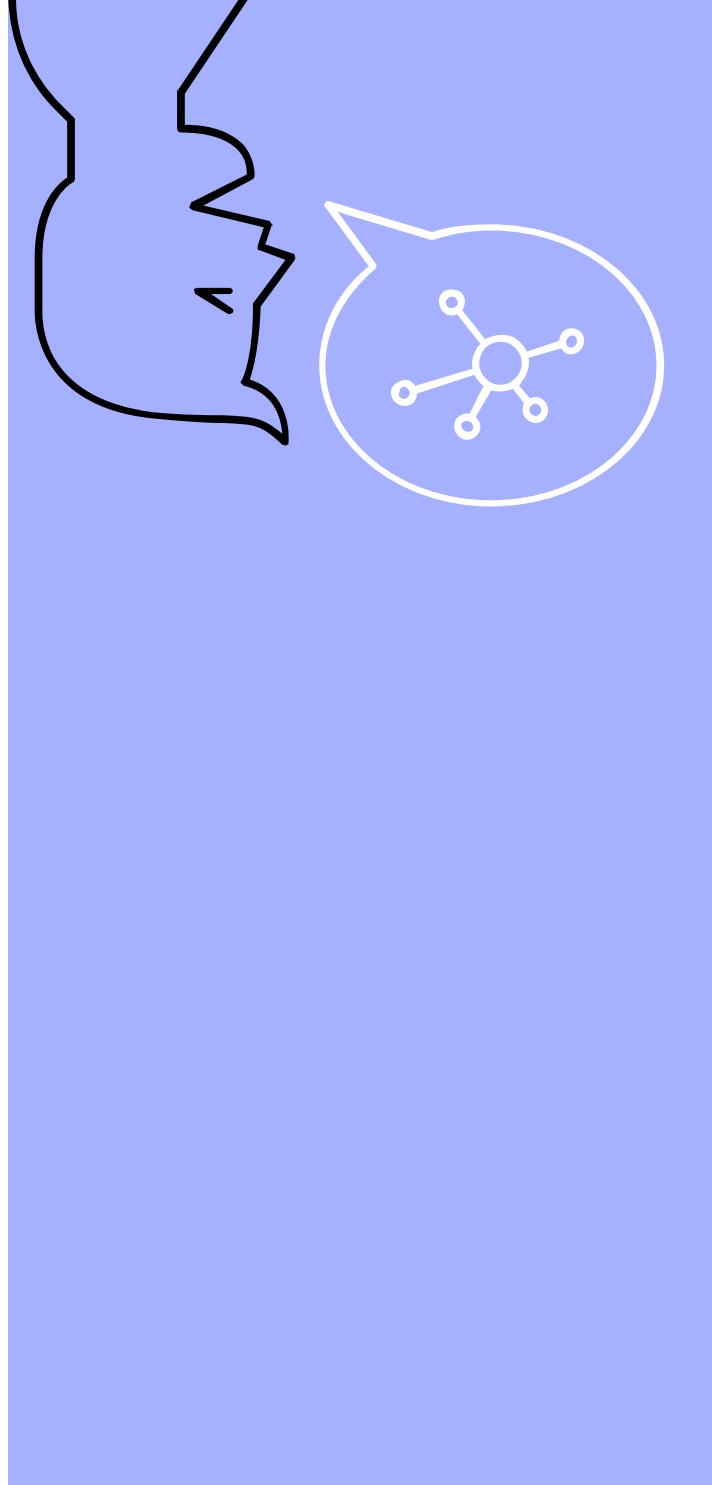
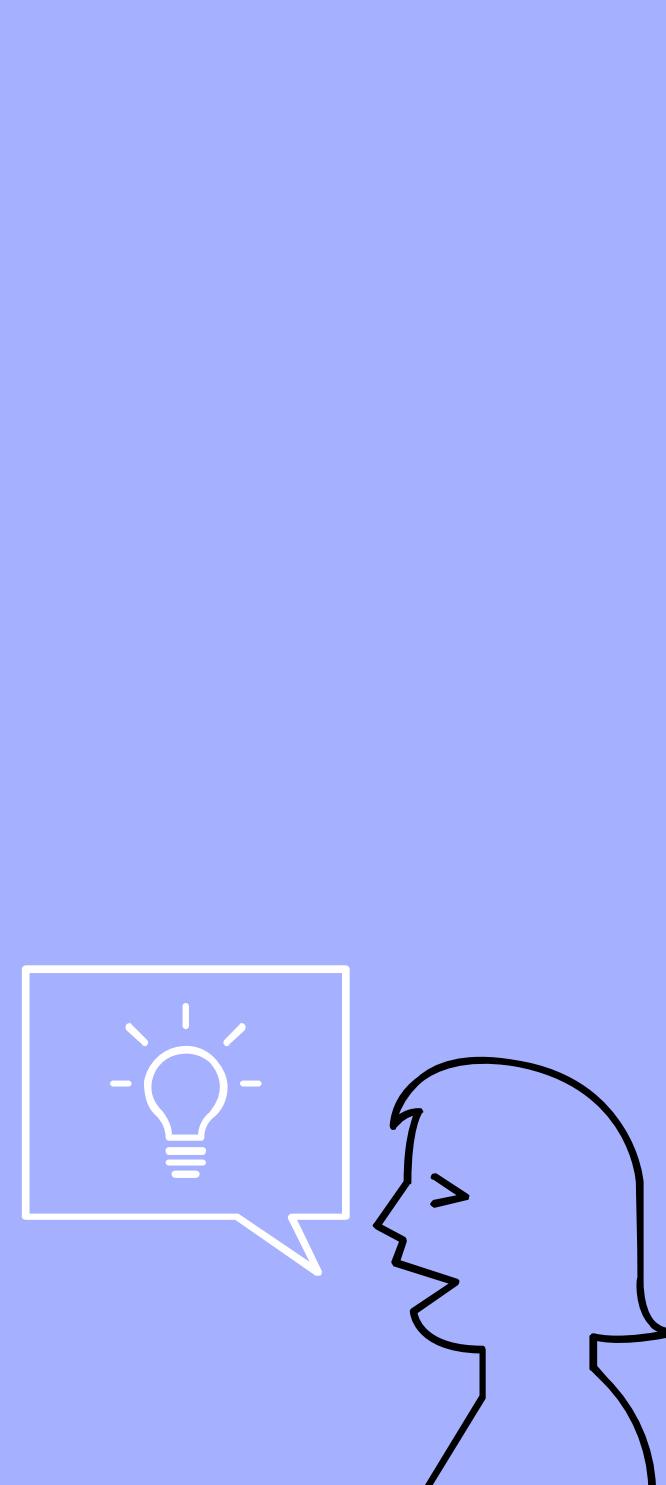
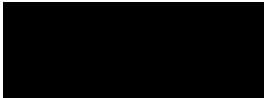
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# Knowledge Check

## Unit 13 –

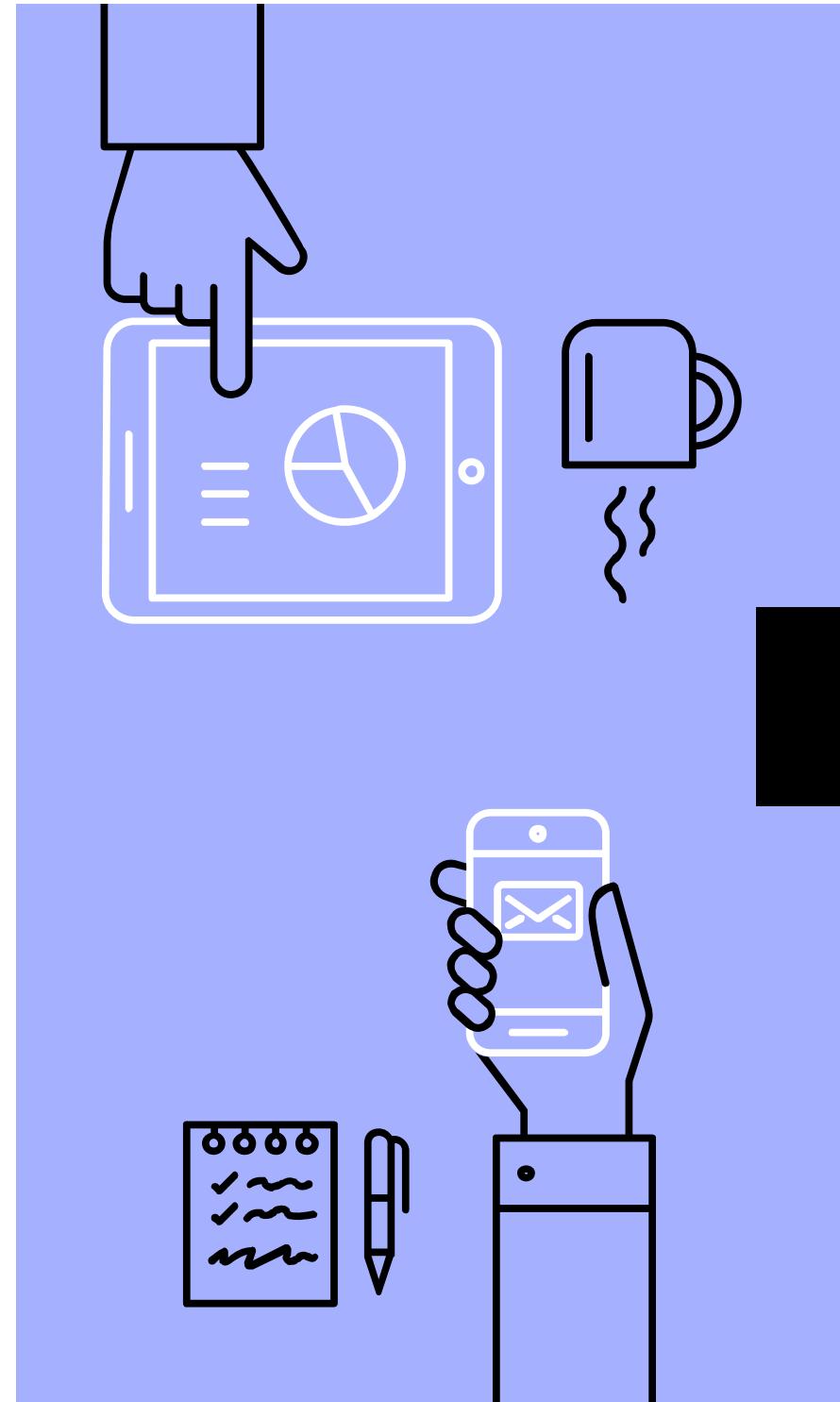
### Standard Business Style



# Key Writing Techniques

## Review

- ▶ Use the “**You**” View
- ▶ Focus on **Audience Benefits**
- ▶ **WIIFM** - What’s in it for me?
- ▶ Positive tone/language
- ▶ Conversational but professional
- ▶ Active and Passive Voice





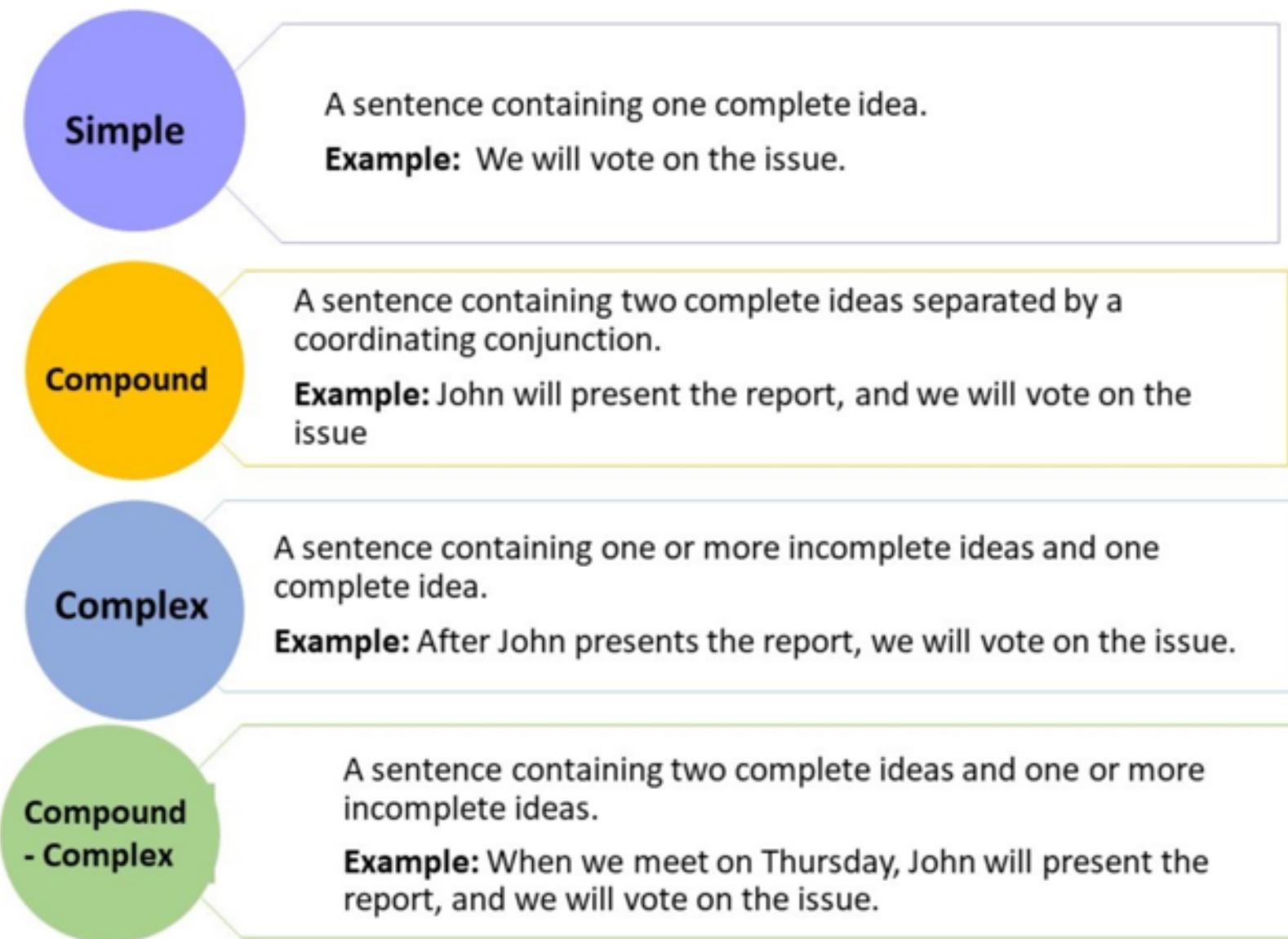
# Constructing Effective Sentences

## Achieve Variety With Four Sentence Types

1. Simple Sentence
2. Compound Sentence
3. Complex Sentence
4. Compound-complex



# Constructing Effective Sentences





# Constructing Effective Sentences

## 1. Simple Sentence (one complete idea - main clause)

- *Jade just graduated.*

## 2. Compound Sentence (two ideas - two main clauses)

- *Jade just graduated, and she applied for a job.*

## 3. Complex (one idea depends on the other; one main and one dependent clause)

- *Before she applied for a job, Jade prepared a résumé.*

## 4. Compound-complex (two main clauses and one dependent clause)

- *Before she applied for a job, Jade prepared a résumé; in addition, she posted a LinkedIn profile.*



# Constructing Effective Sentences

Sentence Length	Comprehension Rate
8 words	100%
15 words	90%
19 words	80%
<b>28 words</b>	<b>50%</b>



Ideal sentence length: between 8 to 20 words



# Active and Passive Voice

Use **active-voice verbs** for most sentences.

- ▶ *We cannot **make** cash refunds.*
- ▶ *They **made** an error in the sales figures.*
- ▶ *We **launched** an investigation against the client.*

Use **passive-voice verbs** to de-emphasize/conceal the performer/doer and focus on the action

- ▶ *Cash refunds **cannot be made**.*
- ▶ *An error **was made** in our sales figures.*
- ▶ *An investigation **was launched** against the client.*



# Active and Passive Voice

## Use Active Voice for Directness, Vigor, and Clarity

Indirect and Less Clear in Passive Voice	Direct and More Clear in Active Voice
A customer service blog was started last year.	<b>Rosario</b> started a customer service blog last year.
The economy is expected to improve.	<b>The government</b> expects the economy to improve.
Performance reviews were completed.	<b>The manager</b> completed performance reviews.



# Active and Passive Voice

**Use Passive Voice to Emphasize the Action, Not the Doer**

Less Tactful in Active Voice	More Tactful in Passive Voice
<b>We</b> cannot grant you credit.	Credit cannot be granted.
<b>The hospital</b> cannot admit patients without insurance.	Patients without insurance cannot be admitted.
<b>Our CEO badly missed</b> his estimate on this quarter's profits.	Estimates on this quarter's profits were badly missed.



# Parallel Structure

## Use Parallelism to Achieve Balance

### Lacks Parallelism

- We focus on money– earning it, investing it, and **how to spend it.**
- Applicants are interested in work environment and **how they can advance their careers.**

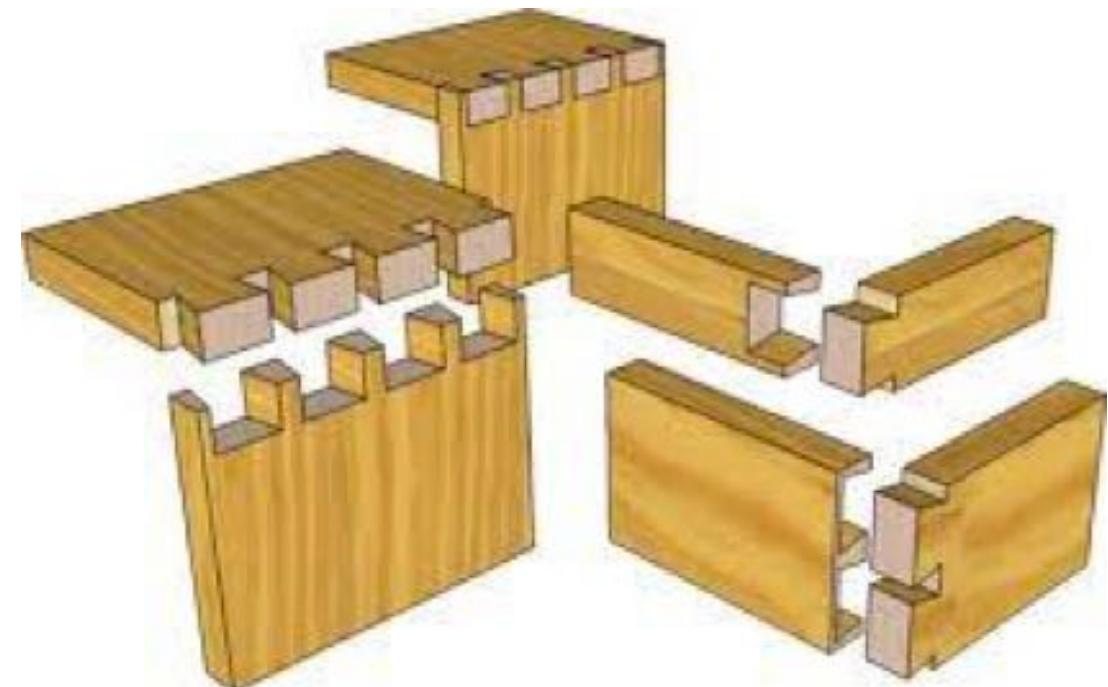
### Illustrates Parallelism

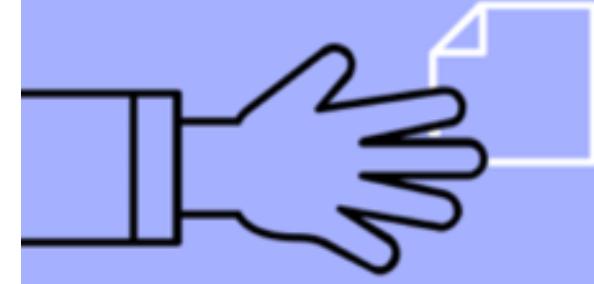
- We focus on money – **earning** it, **investing** it, and **spending** it.
- Applicants are interested in **work environment** and **career advancement.**



## Building Coherence – *Dovetail Sentences*

- ▶ Connect the beginning of each new sentence with end of previous sentence.
- ▶ Useful in connecting with difficult ideas

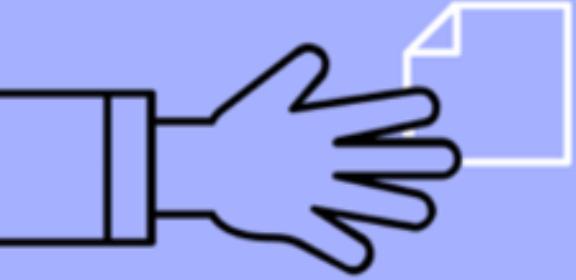




## Building Coherence – *Dovetail Sentences Example*

Canadian software companies face several tough challenges in the new millennium because of ‘brain drain’, the weak Canadian dollar, and the monopoly held by American corporations. ‘Brain drain’ is a catchy new term for the practice of American companies enticing brilliant Canadian doctors, scientists, researchers, programmers, and business people to cross over the border into the United States. The US firms lure Canadian talent with the strong American dollar and the competitive research and business edge that many such companies have as a result of industry monopolies. Simply put, Canadian companies are being soundly beaten because they find themselves on a playing field that is no longer level.

(Source: <http://www.writingcentre.ubc.ca/workshop/tools/unity.htm>)



# Paragraph Composition

- ▶ Improve comprehension by paragraph division
- ▶ **Eight or fewer** printed lines are most readable.
- ▶ Consider breaking up topic into smaller parts if not possible to be maintained in eight lines

## France in the 18th Century

During the 18th century, there were many wars in Europe caused by the ambition of various kings to make their domains larger and to increase their own incomes. King Louis XIV of France had built up a very powerful kingdom. Brave soldiers and skillful generals spread his rule over a great part of what is Belgium and Luxemburg, and annexed to the French kingdom the part of Germany between the Rhine River and the Vosges (Vo\_zh) Mountains.

Finally, the English joined with the troops of the Holy Roman Empire to curb the further growth of the French kingdom, and at the battle of Blenheim (1704), the English Duke of Marlborough, aided by the emperor's army, put an end to the further expansion of the French.

## Prussia in the 18th Century

The 18th century also saw the rise of a new kingdom in Europe. You will recall that there was a county in Germany named Brandenburg, whose count was one of the seven electors who chose the emperor. The capital of this county was Berlin. It so happened that a number of Counts of Brandenburg, of the family of Hohenzollern, had been men of ambition and ability. The little county had grown by adding small territories around it. One of these counts, called "the Great Elector," had added to Brandenburg the greater part of the neighboring county of Pomerania. His son did not have the ability of his father, but was a very proud and vain man.

He happened to visit King William III of England, and was very much offended because during the interview, the king occupied a comfortable arm chair, while the elector, being simply a count, was given a chair to sit in which was straight-backed and had no arms. Brooding over this insult, as it seemed to him, he went home and decided that he too should be called a king. The question was, what should his title be. He could not call himself "King of Brandenburg," for Brandenburg was part of the Empire, and the emperor would not allow it. It had happened some one hundred years before, that, through his marriage with the daughter of the Duke of Prussia, a Count of Brandenburg had come into possession of the district known as East Prussia, at the extreme southeastern corner of the Baltic Sea.

The son of this elector who first called himself king had more energy and more character than his father. He ruled his country with a rod of iron, and built up a strong, well-drilled army. He was especially fond of tall soldiers, and had agents out all over Europe, kidnapping men who were over six feet tall to serve in his famous regiment of Guards. He further increased the size of the Prussian kingdom.

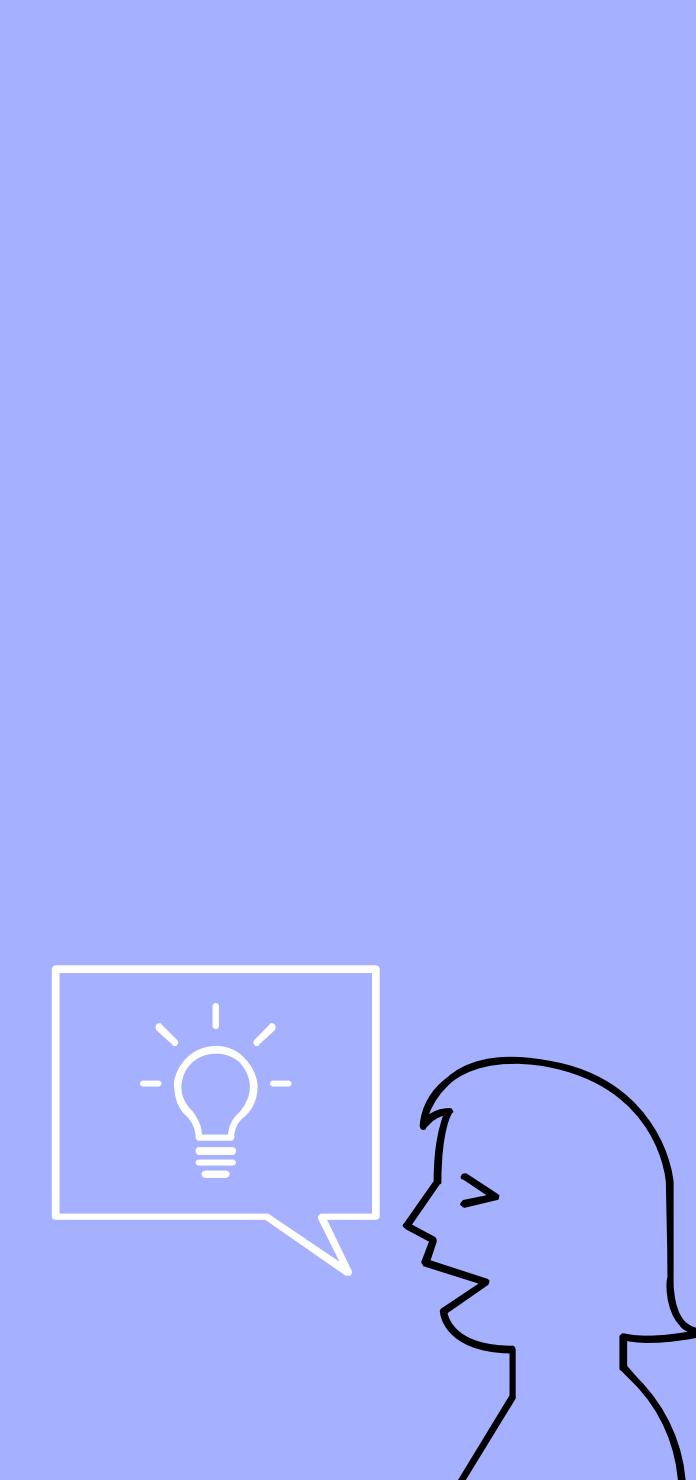
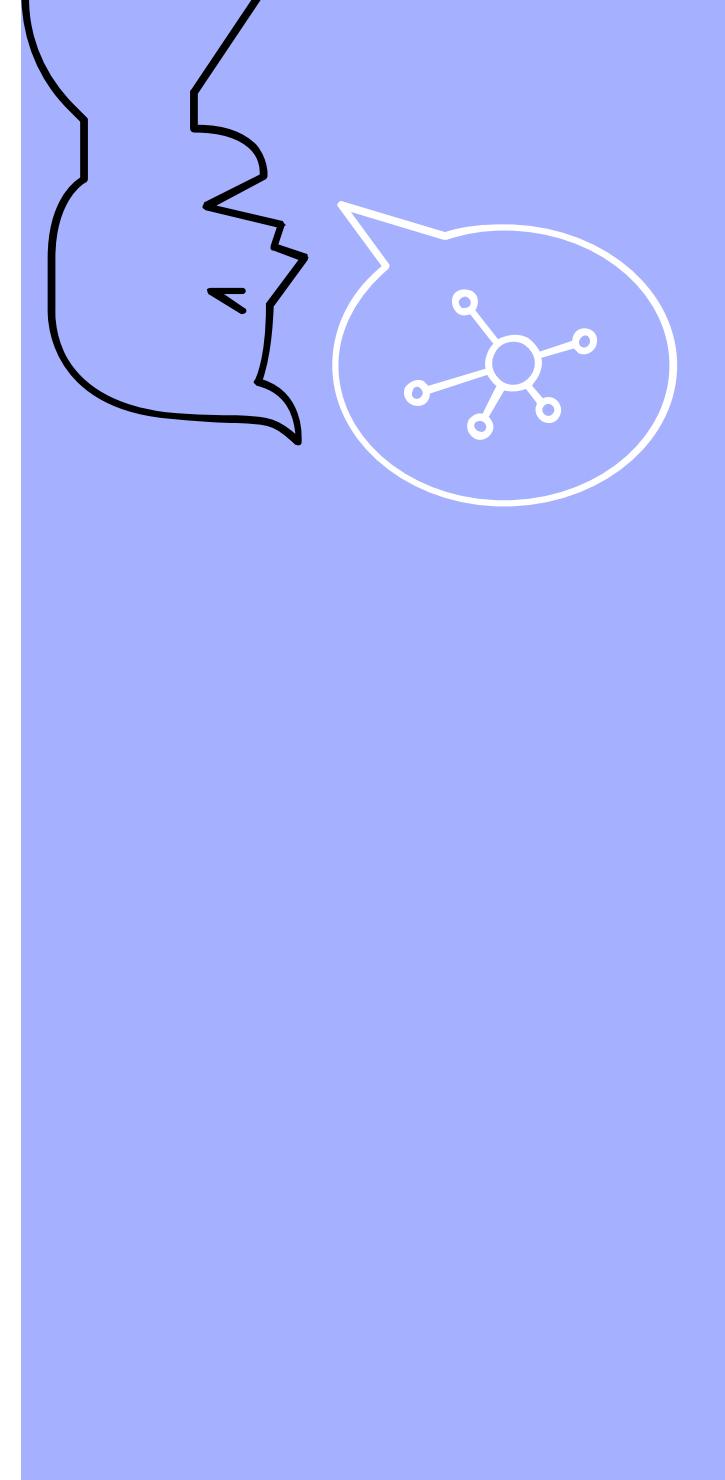
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# **Knowledge Check**

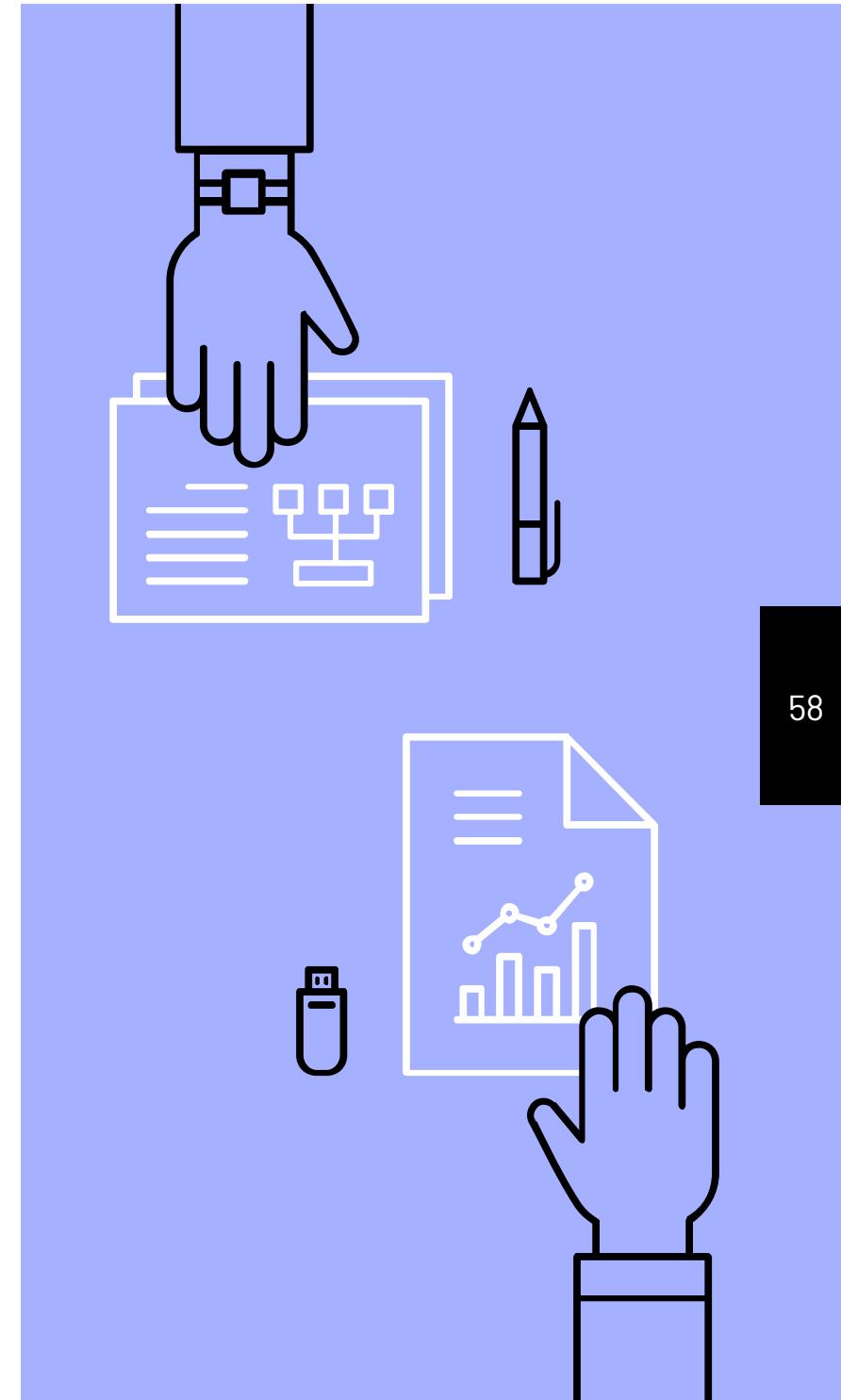
Unit 15 –

Sentences and  
Paragraphs



# Elements of Good Writing

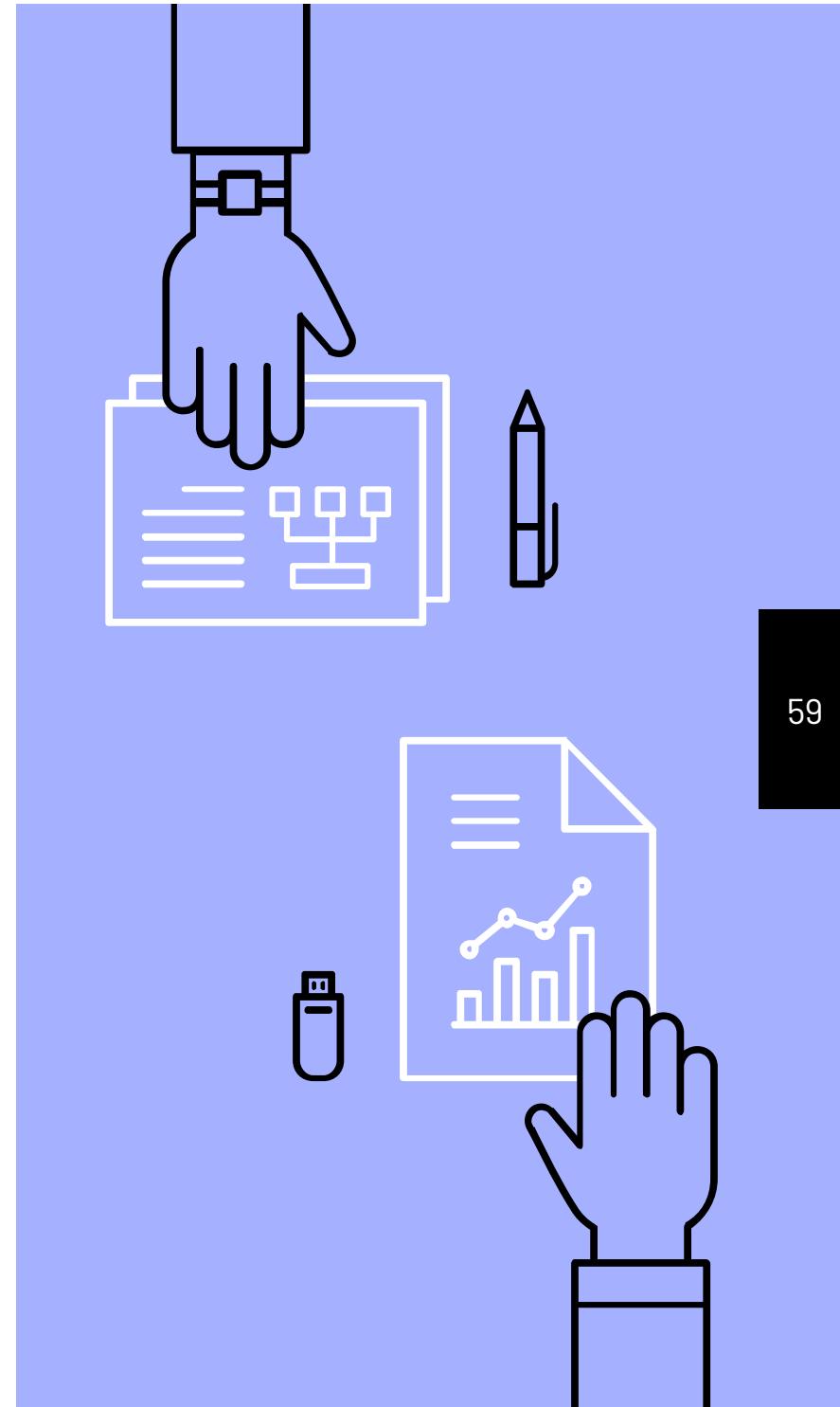
- ▶ Clear content
- ▶ Professional tone
- ▶ Correct format



# Document Design

## Correct format

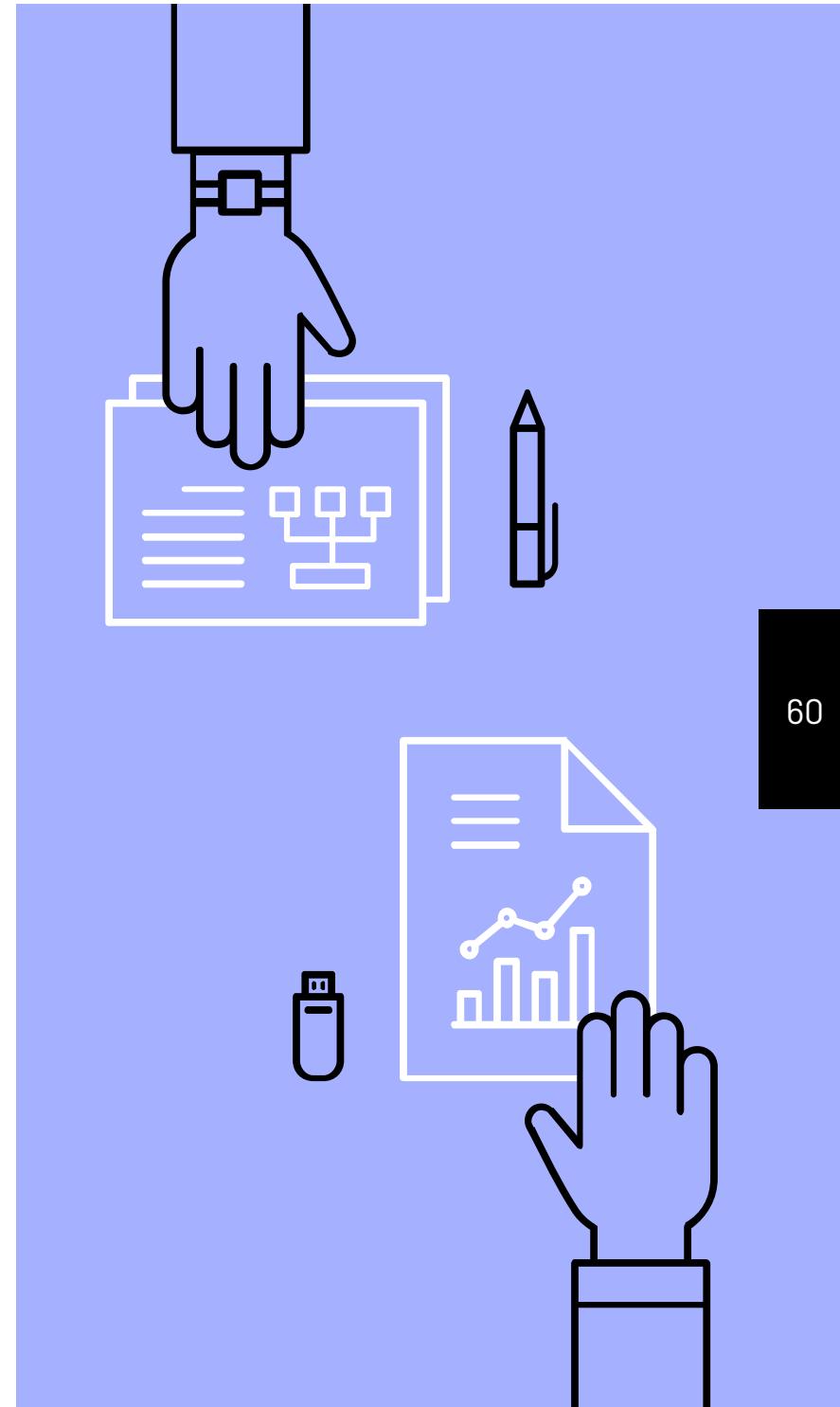
- ▶ It's the writer's responsibility to produce reader-friendly formatting.
- ▶ Use the correct format appropriate for the type (genre) of the document:
  - Email
  - Memo
  - Report



# Document Design

## Correct format

- ▶ **White space** between words and paragraphs
- ▶ **Bulleted or Numbered Lists:** should follow an easy-to-understand pattern
- ▶ **Headings and Sub-headings:** guide/provide messages
- ▶ **Font:** Sans Serif - Arial, Calibri, Times New Roman, Helvetica, etc.



# Editing

Evaluating your message and asking yourself will this communication achieve its **goal**?



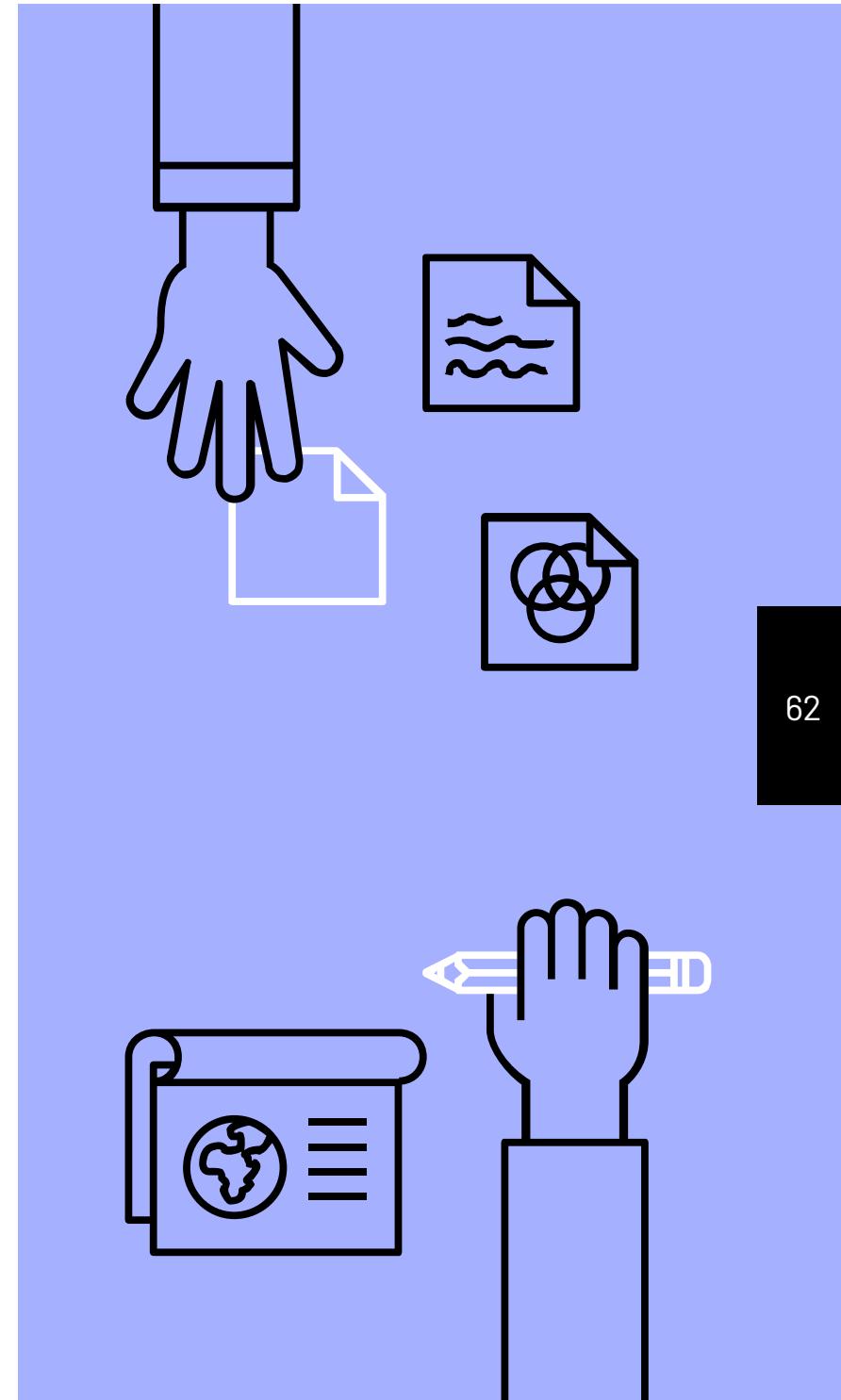
# Editing

## Content:

- ▷ What does your audience know
- ▷ What do they need to know and understand
- ▷ Information – relevant and accurate

## Organization

- ▷ Is the flow of information in a logical order?
- ▷ The right approach – **direct or indirect**



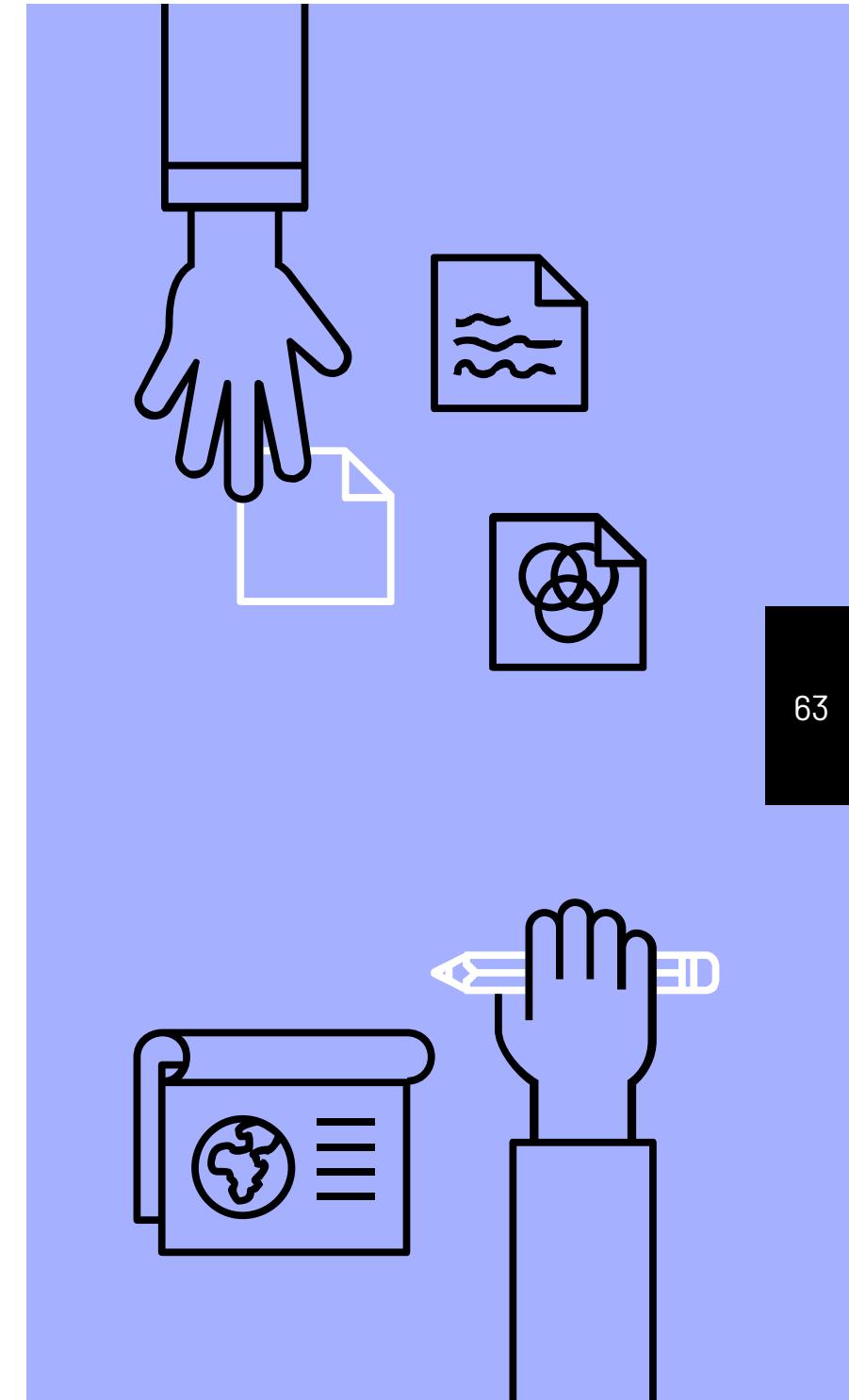
# Editing

## Style

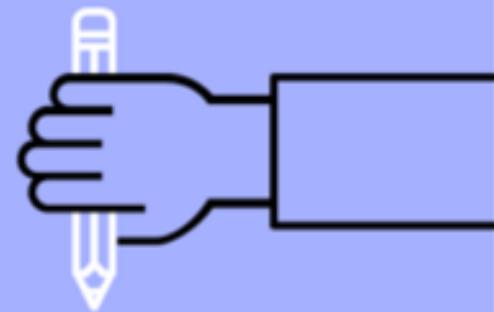
- ▶ Formal vs. informal
- ▶ Conversational but professional
- ▶ Does it follow the 6cs?

## Readability

- ▶ Document design and format
- ▶ Proper use of lists, heading, subheadings, visuals, etc.)



# Editing



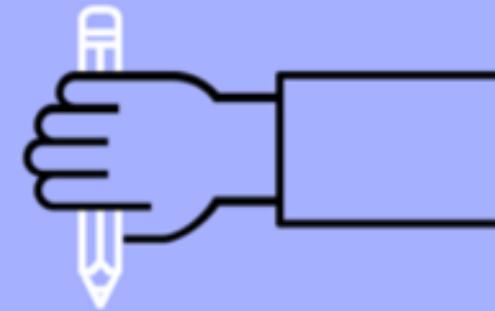
**KISS** (Keep it short and simple)

**Keep it**

- ▶ clear
- ▶ concise
- ▶ conversational

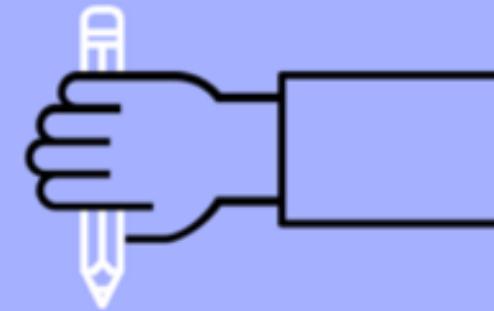


# Editing - Clear



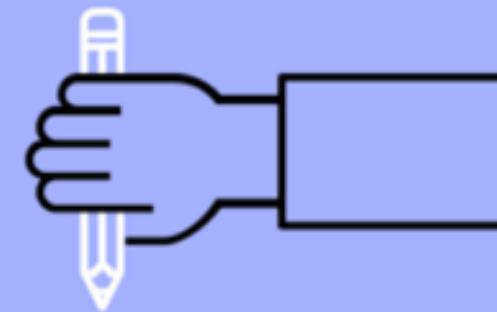
- ▶ The new technology will **empower** you...
- ▶ The new technology will **allow** you...
  
- ▶ There is a **paradigm shift** in the consumer behaviour.
- ▶ There is a **significant change** in the consumer behaviour.
  
- ▶ Please send the documents **ASAP**.
- ▶ Please send the documents by **June 10, 2022**.

# Editing – Remove Fillers



- ▶ ~~There are~~ many students ~~who~~ would be willing to participate in the event.  
▶ **Many students would like to participate in the event.**
  
- ▶ ~~In order to~~ apply the new method to our ~~entire~~ system, ~~perhaps~~ we should perform a local test.  
▶ **We should perform a local test before applying the new method to our system.**

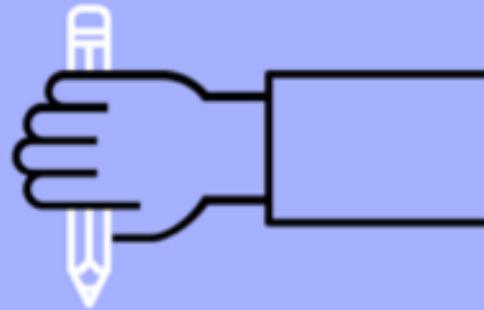
# Editing – Remove Fillers



- ▶ ~~In the event that~~ you can't meet the deadline, please contact us ~~immediately~~.
- ▶ If you can't meet the deadline, please contact us.

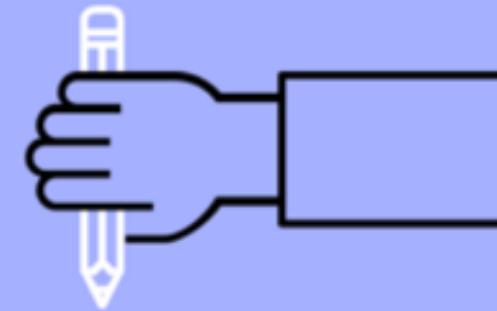
Refer to ***Avoid Fillers and Unnecessary Words to Improve Your Writing***  
(Week 5 folder)

# Editing – Reject Redundancies



- ▶ ~~absolutely~~ essential
- ▶ ~~future~~ plans
- ▶ ~~past~~ experience
- ▶ collaborated ~~together~~
- ▶ ~~added~~ bonus
- ▶ revert ~~back~~
- ▶ combined ~~together~~
- ▶ exact ~~same~~
- ▶ my ~~personal~~ opinion
- ▶ ~~most~~ unique opportunity

# Proofreading - Checklist



- ✓ Spelling
- ✓ Grammar
- ✓ Punctuation
- ✓ Names and numbers
- ✓ Formatting

# Proofreading

## Why Proofreading Matters

### Article:

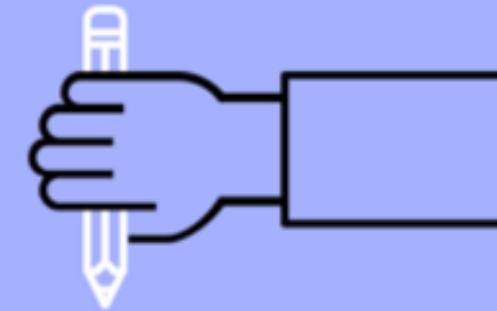
The Comma That Costs 1 Million Dollars

Figure 6.3 Why Proofread? In Business, Accuracy Matters



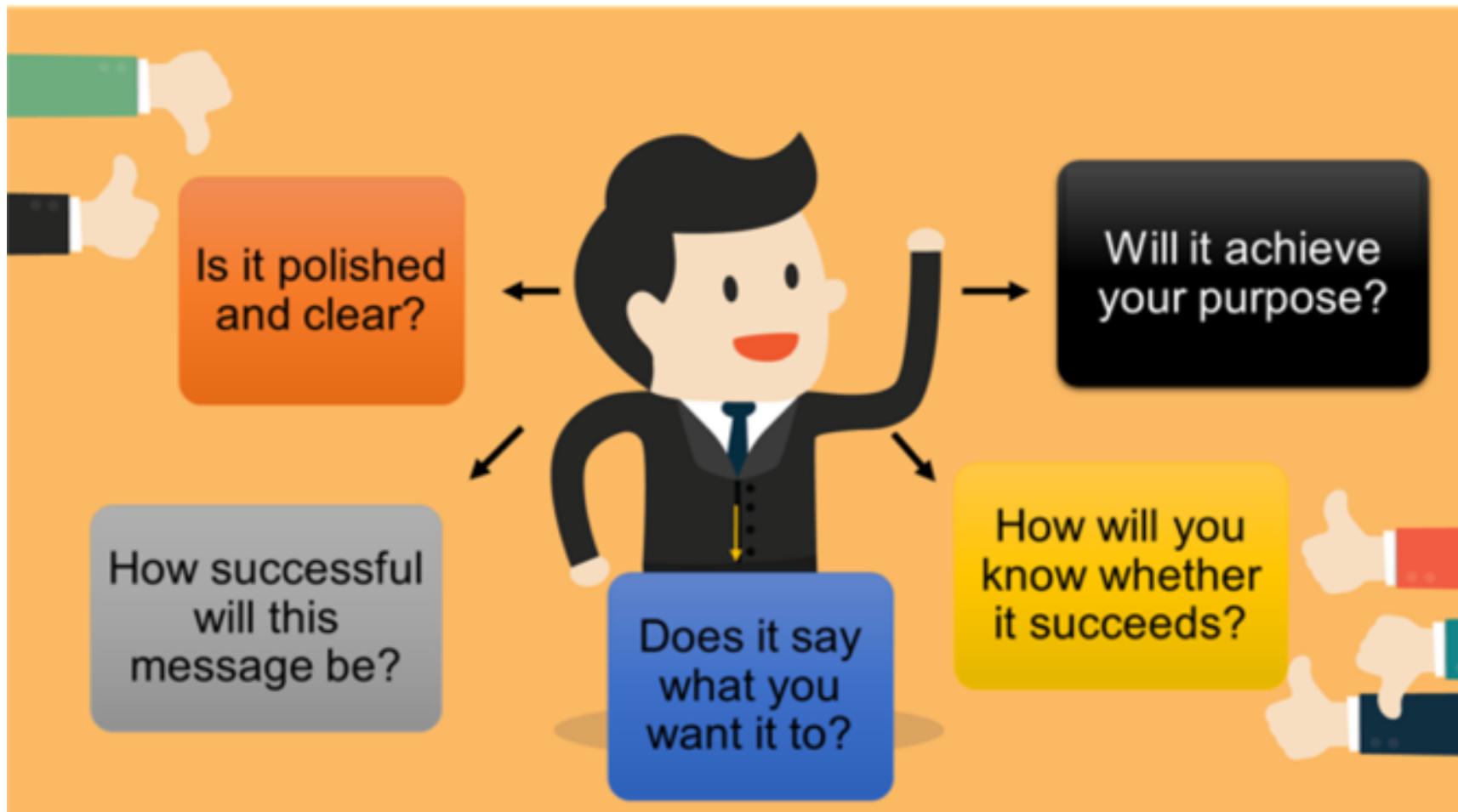
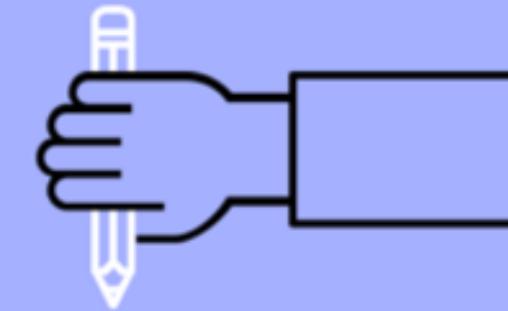
Source: Based on PenroseMcNab Consulting. (2010). Poor grammar and business. Retrieved from <http://www.penrosemcnab.com/theproblem.htm>. © PenroseMcNab Consulting; © Cengage Learning.

# How to Proofread Complex Documents



1. Print a copy, preferably double spaced.
2. Set it aside and take a breather.
3. Allow adequate time for careful proofreading.
4. Expect errors and congratulate yourself when you find them.
5. Read the message at **least twice** – once for meaning and once for grammar/mechanics and format.
6. Reduce your reading speed and focus on individual words.

# Evaluate Your Writing

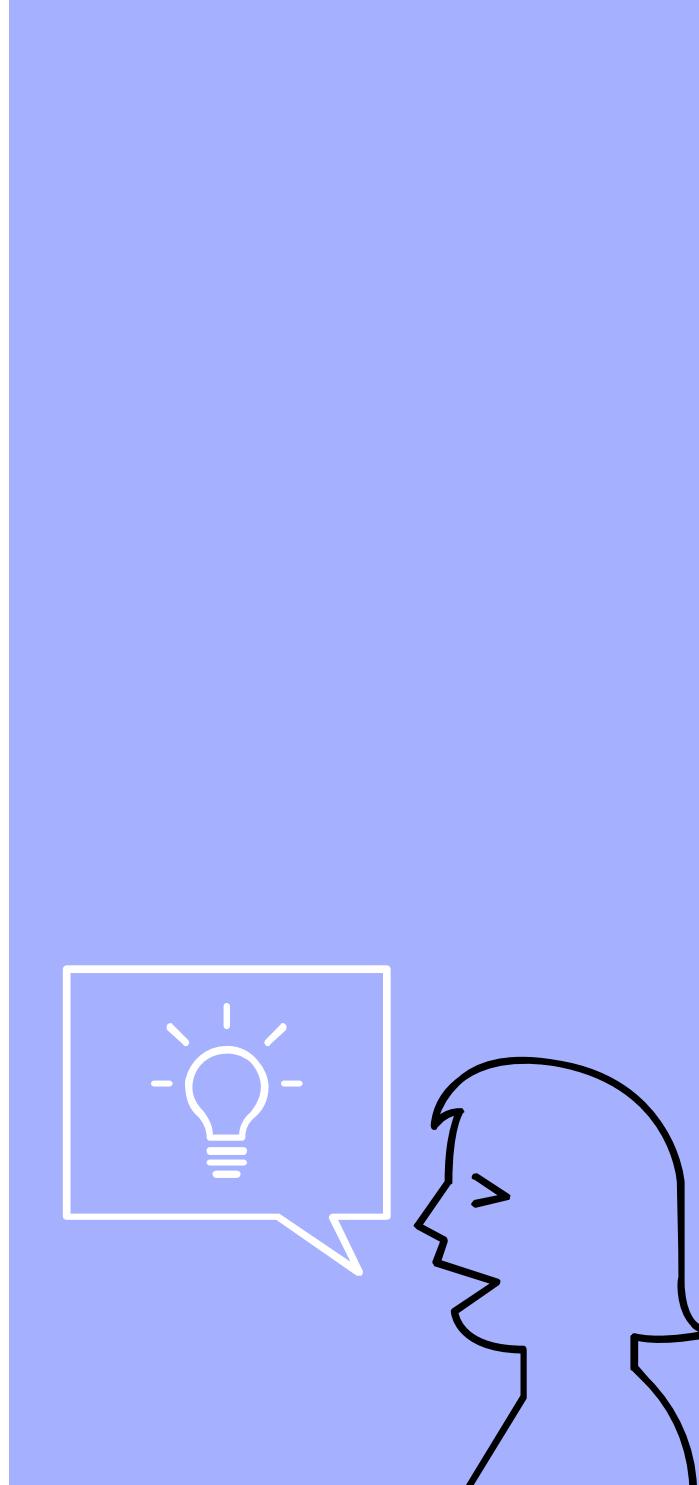
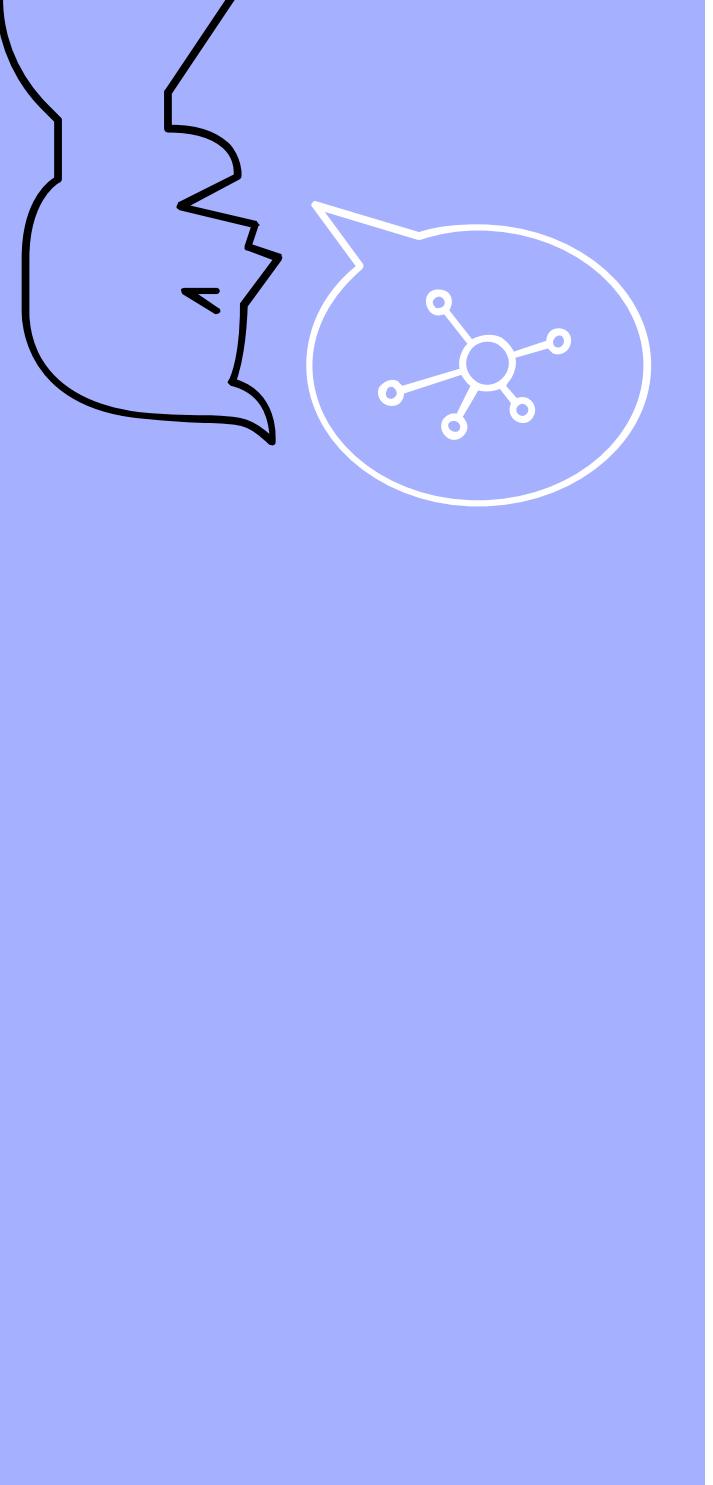


# Source

"Communication @ Work" by Jordan Smith is licensed under CC BY 4.0

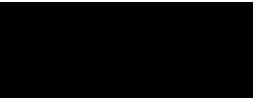
- Academic Integrity and APA Quizzes
- Worth: 5%
- Due: tonight 11:59 PM

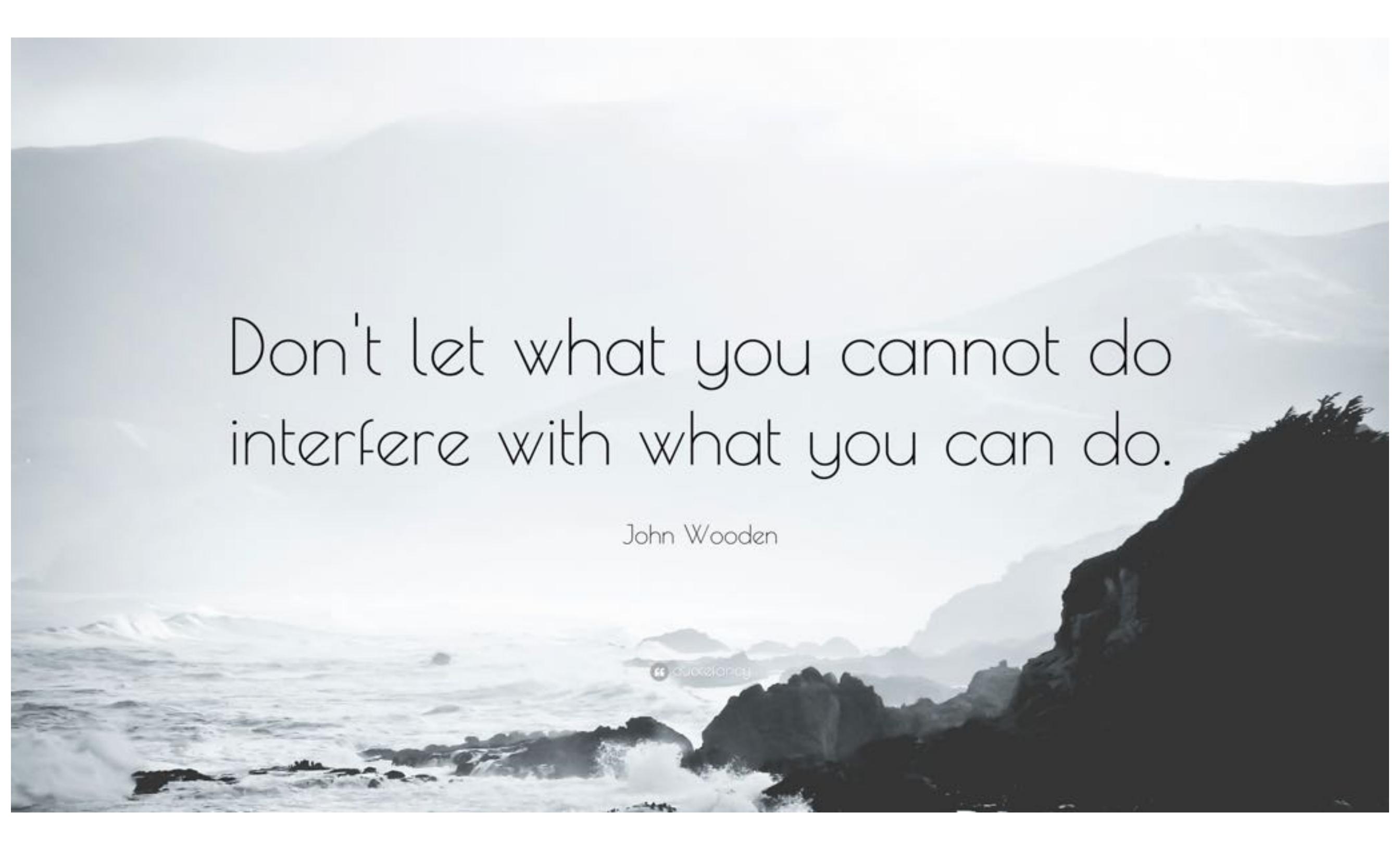
**Assignment  
Reminder**



“

# Weekly Inspiration





Don't let what you cannot do  
interfere with what you can do.

John Wooden