

Goals of Business Writing

- ▶ Convey Information
- ▶ Call for Action
- ▶ Explain or Justify an Action

Business Writing Tips

- ▶ To the Point, Clear, Not Wordy
- ▶ Short sentences, Active Voice
- ▶ Short paragraphs
- ▶ Simple Words
- ▶ Use the words "Please" and "Thanks"
- ▶ Proofread thoroughly
- ▶ Revise well before circulation

Example of An Office Memo

Hi everyone,

Our monthly safety meeting will be held today at 11 AM in the break room. Please bring your safety manuals, and remember to sign the attendance sheet as you enter. It should take around thirty minutes.

If you have any questions, feel free to call me at 919-555-3210.

Thanks,
Lyla

[Business Communication: Business Writing Essentials \(gcfglobal.org\)](http://gcfglobal.org)

Written Business Letters

- ▶ Block format
 - ▶ Your address if not using letterhead
 - ▶ Date
 - ▶ Salutation – Dear Mr. X:/ Dear Ms. Y: ...
 - ▶ Body
 - ▶ Closing – Sincerely, or Yours truly, ...
 - ▶ Signature
 - ▶ Enclosures (if any)
- ▶ Watch a short video in [Business Communication: How to Write a Formal Business Letter \(gcfglobal.org\)](http://gcfglobal.org)

Business E-Mails

1. A clear, simple subject line.
2. Use standard font.
3. Address your recipient formally, if outside.
4. Structure your message clearly.
5. Provide a call to action at the end.
6. A professional closing.
7. Proofread
8. Use carbon copy and blind carbon copy appropriately.

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1 Subject line

2 Salutation

3 Body

4 Closing

5 Signature

Identify your goal
Consider your audience
Keep it concise
Proofread your email
Use proper etiquette
Remember to follow up

Subject Line: UX Research Contract Opportunity

Hello Amal,

I hope this message finds you well. I'm reaching out today because I'm managing an application redesign project here at ABC Company and seeking a skilled UX research contractor to help analyze several sets of usability testing data.

This is a three-month project beginning February 1st, and we estimate it will take roughly 15 hours per week. All work can be completed remotely, but you're welcome to use our workspace.

Please let me know if you're interested in this project and we can set up some time to discuss the details further. I look forward to hearing from you.

Sincerely,
Alan Goto
User Experience Director
ABC Company, Inc.

indeed
POWER RANKED

<https://www.indeed.com/career-advice/career-development/business-email-etiquette>

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Tips for Business E-mails

- ▶ Polite and Formal
- ▶ Avoid personal e-mails from company Id
- ▶ Use "reply all" carefully
- ▶ New Email threads for new topics
- ▶ No Emojis
- ▶ Consider the Culture of the recipient
- ▶ Use virus-free and machine-independent attachments

Business Reports

- ▶ Front Matter
 - ▶ Executive Summary (1 page)
- ▶ Background
- ▶ Facts, Data and Key Findings (Formal, Objective, Based on Research) [MRD]
- ▶ Conclusion
- ▶ Recommendations
- ▶ References
- ▶ Appendix
- ▶ Watch a short video in [Business Communication: How to Write a Formal Business Letter \(gcfglobal.org\)](http://gcfglobal.org)

Meeting Agenda/ Call for a Meeting

- ▶ Title
- ▶ Meeting Type or Name
- ▶ Date and Time
- ▶ Venue
- ▶ Who should Attend
- ▶ Action items to be discussed/presented
- ▶ Preparation for the meeting (Attachments to read, to bring)

Minutes of Meetings

- ▶ Title
- ▶ Meeting Type or Name
- ▶ Date and Time
- ▶ Venue
- ▶ Attendees present (Quorum)
- ▶ Start time
- ▶ Action items discussed/presented/motions
- ▶ Decisions taken
- ▶ Time the meeting ended
- ▶ Signatures

Business Proposals

- ▶ Report with extras
 - ▶ Some (new or novel) work to be done
 - ▶ Benefits of the work
 - ▶ Deliverables
 - ▶ Time line (Gantt Chart)
 - ▶ Budget Estimate



Corporate Internal Communication

- ▶ Necessary for managerial/leadership posts
- ▶ Efficient flow of communication
- ▶ Connect with all over online platform
- ▶ Improves the employee experience
- ▶ Increases inter-departmental cooperation
- ▶ Encourages Innovation

Corporate Internal Communication

- ▶ Many formats
 - ▶ Emails
 - ▶ Social Media (Facebook, LinkedIn, ...)
 - ▶ Memos
 - ▶ Seminar/ Presentation
 - ▶ Report
 - ▶ Meetings
 - ▶ Board room
 - ▶ Video
 - ▶ Podcast/Video