

Email and Presentation for the Linear Proposal for the Beno Software Company

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C768 PA Task 3

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Section A: Email

To: Beno Software Company Senior Development Staff

From: Alexandra Beno, Development Lead

Subject: Linear and You: Issue Tracking at the Beno Software Company

Body:

Greetings,

I hope this email finds you well. I'm excited to be inviting you to a meeting on the Linear app, a web-based issue and project management software which could resolve many challenges facing the Beno Software Company. Our current issue tracking solutions are scattered and disorganized, with no standardized solution across the whole company. This has lead to issues growing rather than being resolved, as well as delays on the development and release of the products we are contracted to make. Linear will help the Beno Software Company to resolve these problems with a centralized system for issue tracking.

Please attend a presentation on how Linear can revolutionize issue and project tracking at the Beno Software Company! The presentation will be held in the Main Conference Room in the Chicago Offices on Monday, October 27th, at 10am Central Time.

Sincerely,

Alexandra Beno

Development Lead

Beno Software Company

A1. Email Tone and Diction

The email uses an **enthusiastic tone** as it is attempting to build motivation for the reader to attend the meeting and be open to implementing Linear at the Beno Software Company. Directed at the development staff at the company,

the email uses its tone to emphasize how exciting adopting Linear will be as it will lead to the resolution of longstanding problems.

The email uses an **informal diction** as the audience of the email are the development staff of the company and I am the development lead. This allows the email to convey approachability and foster engagement while maintaining respect.

A2. Email Jargon

The audience for the email is the development staff at the Beno Software Company. They have a general understanding of the software and project management techniques that are employed at the company, and are aware of most advanced terms and practices. For this reason, the email includes certain **jargon** like “issue tracking,” “centralized system,” and “standardized solution” that the audience will be familiar with. However, it avoids more advanced terms like “API” or “Scrum” that the audience may not know of.

A3. Email Timing, Sensitivity, and Classification

Timing:

The email should be delivered on Friday Morning at 8:00 am, as this allows the development staff the entirety of Friday and the weekend to read the email, allowing them time to prepare their thoughts and any questions they may have prior to the meeting.

Sensitivity:

There is no sensitive data included in the email that would lead to harm to the Beno Software Company if the email were to be read by a third party. It does not contain any code, information about clients or employees, or business strategies employed at the company. The email is solely an invitation to a meeting.

Classification:

The email is classified as an internal communication, intended to invite the senior development staff at the Beno Software Company to a meeting.

Section B: Presentation

See AlexandraBenoC768Task3.pptx

B3. Presentation Tone and Diction

The presentation uses **an enthusiastic tone** to encourage the audience members to adopt the Linear app as part of their approach to issue and project management at the Beno Software Company. It uses its tone to show how Linear will help the Beno Software Company while remaining exciting and encouraging.

The presentation uses an **informal diction** as the audience of the presentation are the development staff at the company and I am the development lead. It maintains a casual, approachable style while still showing the need for Linear at Beno Software Company.

B4. Presentation Jargon

The audience of the presentation is primarily the development staff at the Beno Software Company, so more advanced **jargon** that they may be familiar with is used, such as “Ai Automation” and “real-time sync.” However, deeper technical terms like “API” and “Scrum” that the senior development staff may not use often are avoided, ensuring that the presentation remains approachable and understandable for the audience.

Section C: Audiovisual Recording

<https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=02ff6759-6217-44c8-a920-b382000f737f>

Section D: Sources

No sources were used in the creation of this document.