



Effective Communication

▶ Good News & Neutral Messages

Learning Objectives

- ▶ Explain how the good news strategy works within the CBO approach.
- ▶ Identify situations for which the good news strategy is appropriate.
- ▶ Analyze good news and neutral news messages to verify that they reflect the six Cs of effective messages, acceptable message formats, and the good news strategy.
- ▶ Apply the CBO approach and the good news strategy to write good news and neutral news messages.



Good News Strategy

- ▶ State the good or neutral news.
- ▶ Provide adequate details or descriptions.
- ▶ End pleasantly.

Examples of Good News Messages

- ▶ Thank-you messages
- ▶ Congratulatory messages
- ▶ Inquiries and replies
- ▶ Requests and responses
- ▶ Orders and acknowledgments
- ▶ Routine claims and adjustments

The CBO Approach



The CBO (Communication-by-Objectives) Approach

- ▶ Plan a message.
- ▶ Compose a draft.
- ▶ Complete a message.

Plan a Message Using the CBO Approach

- ▶ Identify the objective.
- ▶ Visualize the audience.
- ▶ Gather supporting information.
- ▶ Organize the information.

Identify the Objective

Why are you creating the message?

▶ To persuade?

▶ To inform?

▶ To inquire?

The *why* of the good or neutral news message is the news.

Visualize the Audience

Answer these questions to help visualize your audience:

- ▶ Who is my target audience?
- ▶ What characteristics do I know or what can I learn about my target audience that will help me prepare the message?
- ▶ When will the audience receive the message?
- ▶ Where will the audience members be when they receive the message?
- ▶ Why will the audience be interested in the message?
- ▶ How can I learn more about my target audience?

Choose Message Form

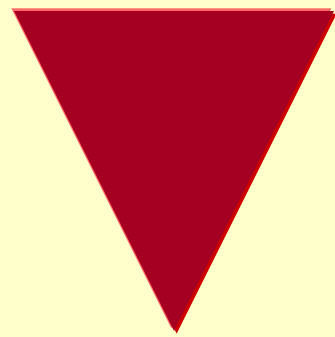
Spoken Message Forms

- ▶ Face-to-face meeting
- ▶ Telephone call
- ▶ Videotape
- ▶ Audiotape
- ▶ Video broadcast

Written Message Forms

- ▶ E-mail
- ▶ Memorandum
- ▶ Letter

Gather Supporting Information



- ▶ Generate ideas
 - Brainstorming
 - Nonstop writing
 - Bubble writing
- ▶ Select ideas

Organize the Information

- ▶ Prepare an outline using the good news strategy.
- ▶ The good news strategy is based on the direct pattern.
 - Message objective
 - Supporting information
 - Closing information

Comparison of Direct Pattern with Good News Strategy

DIRECT PATTERN

- I. Good, Neutral, or Routine News**
- II. General Information Supporting I**
 - A. Specific Information Supporting II**
 - 1. Details supporting IIA**
 - B. Specific Information Supporting II**
- III. Friendly Ending**

GOOD NEWS STRATEGY

- Good or neutral news**
- Adequate details or descriptions**
- Friendly ending**

Compose a Draft Using the CBO Approach



- ▶ Choose words.
- ▶ Construct sentences.
- ▶ Assemble paragraphs.
- ▶ Choose paragraph locations.

Compose a Draft Using the Good News Strategy

- ▶ State the good or neutral news.
 - Place the good news at the beginning.
 - Avoid trite expressions.
 - Check for the six Cs of effective messages.
- ▶ Provide adequate details or descriptions.
 - Give enough details to ensure clarity.
 - Include ideas that are helpful to the receiver.
 - Present information that will promote sales.
- ▶ End pleasantly.
 - Conclude with a positive statement.
 - When possible, give the receiver an opportunity to take action.

Complete a Message Using the CBO Approach

- ▶ Proofread.
- ▶ Edit.
- ▶ Revise.
- ▶ Finalize.



Apply the good news strategy

Thank-You Messages

- ▶ Begin with the good news.
- ▶ Offer extra details.
- ▶ End with emphasis on the receiver.



Thank-You Message

Examples of Key Sentences

Begin with the good news.

Thank you for volunteering during *Walk in the Park*, the annual fundraiser for the Hampton Historical Society.

Offer extra details.

This year's *Walk in the Park* raised \$47,530 for the preservation and renovation fund.

End with emphasis on the receiver.

Julie, you are a great volunteer; I look forward to working with you next year.



Apply the good news strategy

Congratulatory Messages

- ▶ Begin by offering congratulations for a specific accomplishment.
- ▶ Provide extra details that clearly show your sincerity.
- ▶ End with emphasis on the receiver.



Congratulatory Messages

Examples of Key Sentences

Offer congratulations for a specific accomplishment.

Congratulations on your recent promotion.

Provide extra details that clearly show your sincerity.

You will be an excellent team supervisor.

End with emphasis on the receiver.

Jacqueline, please plan to attend the monthly supervisors' meeting on October 14. A copy of the agenda is attached.



Apply the good news strategy

Inquiries

- ▶ Begin with a specific question or direct statement.
- ▶ Include adequate details and additional questions.
- ▶ End with clear directions for the receiver.



Inquiries

Examples of Key Sentences

Begin with a specific question or direct statement.

How should I prepare for the computer training class scheduled for June 18?

Include adequate details and additional questions.

Where will the training class be held?

End with clear directions for the receiver.

Please reply to this e-mail by Thursday, June 11.



Apply the good news strategy

Replies

- ▶ State the good news by answering questions and emphasizing the *you* attitude.
- ▶ Include any additional pertinent information.
- ▶ End with a goodwill statement.



Replies

Examples of Key Sentences

Answer questions, and emphasize the *you* attitude.

You do not need to prepare for your June 18 computer training class.

Include any additional pertinent information.

Your computer training class will be held in the computer lab on the second floor of the training center. The room number is E211.

End with a goodwill statement.

Jordan, based on the feedback of previous participants, you will enjoy learning how the new system applies to your job.



Apply the good news strategy

Requests

- ▶ State the major request in the first sentence.
- ▶ Make the request clear with additional details.
- ▶ End courteously, and close with the action you expect the receiver to take.



Requests

Examples of Key Sentences

State the major request in the first sentence.

Marcus, please send me the list of all employees who will receive service awards next year.

Make the request clear with additional details.

Include employees' full names and the dates they started working for MCM Industries.

Close with the action you expect the receiver to take.

Please send the list via e-mail by Monday, December 8.



Apply the good news strategy

Responses

- ▶ Provide the answer to the request in a subject line and/or the first line of the message.
- ▶ Include any additional pertinent information in the second paragraph.
- ▶ End with a goodwill statement, and request action from the receiver.



Responses

Examples of Key Sentences

Provide the answer to the request in the first line.

The list of employees who will receive service awards next year is attached.

Include any additional pertinent information.

Please note that two of the employees who are receiving awards for 20 years of service have breaks in their years of service.

End with a goodwill statement, and request action.

Evan, thank you for coordinating the service award program. Let me know if you need any additional information.



Apply the good news strategy

Orders

- ▶ Use direct language in the first sentence.
- ▶ Give complete details.
- ▶ Include payment information and shipping instructions. Indicate when you expect to receive the delivered goods.



Orders

Examples of Key Sentences

Use direct language in the first sentence.

Please ship the three chairs described below to my office.

Give complete details.

Item No.	Description	Quantity	Unit Price	Total
SSP2077	Ergo desk chair	3	\$299.00	\$897.00

Include information about payment, shipment, and delivery.

Please charge my account and ship the chairs to the above address. I will expect delivery on February 16.



Apply the good news strategy

Acknowledgments

- ▶ Indicate that the product was sent or that the service was approved. State when the buyer should receive the merchandise or may begin using the service.
- ▶ Describe quality features of the product or service. You may also describe another closely related product or service.
- ▶ Encourage future orders.



Acknowledgments

Examples of Key Sentences

Indicate that the product was sent and when it should arrive.

Your order of three Ergo desk chairs left our factory on January 30.
You should receive the chairs before February 16.

Describe quality features of the product.

Thank you for ordering Ergo desk chairs. You might be interested in the matching visitor chairs featured on page 34 of our catalog.

Encourage future orders.

For your convenience, you can order any of our products by telephone or fax. Online ordering is also available at our web site.



Apply the good news strategy

Routine Claims

- ▶ Begin with a specific problem statement, and request an adjustment.
- ▶ Give a complete and concise description of the claim, including all essential facts.
- ▶ End courteously with a suggestion for prompt action.



Routine Claims

Examples of Key Sentences

Begin with a problem statement, and request an adjustment.

The free bonus CD was missing from my recent order. Please send the CD immediately, at no charge to me.

Give a complete and concise description of the claim.

For your convenience, I have attached a copy of the ad describing the bonus CD and the packing list that accompanied my order.

End courteously with a suggestion for prompt action.

I am looking forward to receiving the bonus CD early next week.



Apply the good news strategy

Adjustments

- ▶ Grant the request in a subject line and/or in the first sentence.
- ▶ Provide the necessary details about the adjustment.
- ▶ End with a cordial, open invitation for future business.



Adjustments

Examples of Key Sentences

Grant request in a subject line and/or in the first sentence.

We have shipped your bonus CD. You should receive the CD on Friday, May 12.

Provide the necessary details about the adjustment.

You will not be charged for the shipping.

End with a cordial, open invitation for future business.

Your business is important to us. Please use the enclosed coupon for \$10 off your next purchase.