

Memorandum

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

- Short note
- Exchange information
- Request information
- Instruct employees
- Report results
- Small reports
- Internal proposals

Memo's Role

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

Memo Writing Tips

- Is it easy to find the main point?
- Would it help to underline, indent, or bullet the main points?
- Does your memo have plenty of white space for easy readability?
- Have you removed unnecessary words?
- Is your memo filled with technical jargon?
- Is it positive?
- Does it “step on anyone’s toes”?

Memo Writing Tips

- A memo should be designed to get your message across quickly.
- Busy people do not want to waste time reading unnecessary information.



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.

Sample Call To Action

The call to action should be specific but does not have to be complex.

The following examples show a variety of calls to action:

- Jerry, call me as soon as you have read the attached report.
- We need to implement the new product marketing plan sooner than discussed at our last meeting, because ABC company now has a similar one set to launch in July. Call me right away.
- An unexpected opening occurred in IT this morning because XX quit. We need to move quickly and select a new candidate. Get back to me ASAP with a list of potentials.

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)

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.

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]