
WRITTEN COMMUNICATION



Introduction to Written Communication

- Written communication is the process of conveying messages through written symbols.
- It is a fundamental mode of communication in professional, academic, and technical contexts.
- Unlike oral communication, writing provides a permanent record and allows careful crafting of messages.

WRITTEN COMMUNICATION

Importance of Written Communication

- Enables clear, precise, and unambiguous information sharing.
- Facilitates documentation, reference, and legal record-keeping.
- Supports communication across time and geography.
- Essential for technical fields to convey complex information accurately.

Example: User manuals, reports, emails.

WRITTEN COMMUNICATION - EXAMPLES

ORGANIZATIONAL STRUCTURE

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RIMBERIO COMPANY



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graph TD
    A[Aaron Loeb, CEO/Founder] --- D[Drew Feig, Chief Operating Officer]
    A --- H[Howard Ong, Chief Financial Officer]
    A --- AT[Alfredo Torres, Chief Marketing Officer]
    D --- CL[Claudia Alves, Head of Product]
    H --- JS[Juliana Silva, Finance Manager]
    AT --- MN[Murad Naser, Marketing Manager]
    CL --- C[Eze Chidi, Product Manager]
    CL --- RS[Rufust Stewart, Operations Coordinator]
    CL --- SB[Sebastian Bennet, Accountant]
    CL --- NO[Nomdi Otenio, Legal Advisor]
    CL --- CD[Caraya Dewi, Content Strategist]
    CL --- NT[Neil Tran, Social Media Specialist]
    RS --- YL[Yael Amari, Lead Developer/Engineer]
    RS --- AD[Avery Davis, IT Support Specialist]
    SB --- DG[Daniel Gallego, HR Director]
    SB --- ED[Estelle Darcy, HR Administrator]
    SB --- MZ[Matt Zhang, Marketing Specialist]
    SB --- SD[Sacha Dubois, Marketing Specialist]
    
```

Aaron Loeb
CEO/Founder

Drew Feig
Chief Operating Officer

Howard Ong
Chief Financial Officer

Alfredo Torres
Chief Marketing Officer

Claudia Alves
Head of Product

Juliana Silva
Finance Manager

Murad Naser
Marketing Manager

Eze Chidi
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Rufust Stewart
Operations Coordinator

Sebastian Bennet
Accountant

Nomdi Otenio
Legal Advisor

Caraya Dewi
Content Strategist

Neil Tran
Social Media Specialist

Yael Amari
Lead Developer/Engineer

Avery Davis
IT Support Specialist

Daniel Gallego
HR Director

Estelle Darcy
HR Administrator

Matt Zhang
Marketing Specialist

Sacha Dubois
Marketing Specialist



Business Growth Cycle

- 01 Startup**
Establishing the business foundation.
- 02 Expansion**
Scaling operations and market reach.
- 03 Maturity**
Achieving steady performance and profits.
- 04 Diversification**
Exploring new opportunities.
- 05 Renewal**
Adapting to maintain competitiveness.



PES
UNIVERSITY
CELEBRATING 50 YEARS

WRITTEN COMMUNICATION - EXAMPLES

Beverage Category	Sales
Coffee	100
Tea	60
Juice	70
Soft Drink	30
Plant-based	45

STRENGTHS: What are the unique selling points of your product/service?

WEAKNESSES: What could the customer think about your product/service?

OPPORTUNITIES: What opportunities are open to you? What could others do differently?

THREATS: What could your competition do to your business?

Work Breakdown Structure

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graph TD
    A[Project Plan] --> B[Phase A]
    A --> C[Phase B]
    A --> D[Phase C]
    A --> E[Phase D]
    B --> F[Sub-Phase A1]
    B --> G[Sub-Phase A2]
    B --> H[Sub-Phase A3]
    C --> I[Sub-Phase B1]
    C --> J[Sub-Phase B2]
    C --> K[Sub-Phase B3]
    D --> L[Sub-Phase C1]
    D --> M[Sub-Phase C2]
    D --> N[Sub-Phase C3]
    E --> O[Sub-Phase D1]
    E --> P[Sub-Phase D2]
    E --> Q[Sub-Phase D3]
  
```

CUSTOMER REPORTS

Customer satisfaction data for our consumer reporting software application. Overall customer satisfaction remains stable.

Product	Preferred Product	Purchase Frequency	Lifetime Value (%)
Product 1	90%	100	100%
Product 2	85%	120	95%
Product 3	80%	150	90%
Product 4	75%	180	85%
Product 5	70%	200	80%

PURCHASE FREQUENCY

SATISFACTION RATING

Step by Step Build Your Business

- Market Research
- Business Plan
- FIND YOUR BUSINESS
- Business Location
- Marketing
- Advertising
- SEO (Search Engine Optimization)
- Content Marketing
- Email Marketing
- Social Media
- Mobile Marketing
- Referrals

INNOVATION CYCLE

The innovation cycle consists of six interconnected phases: **Discovery**, **Design**, **Develop**, **Implement**, **Evolve**, and **Reinforce**.

Recruitment Process

```

graph TD
    A[Post Job] --> B[Job Posting]
    B --> C[RECRUITMENT CHANNEL]
    C --> D[DESCRIPTION]
    D --> E[Job Position]
    E --> F[RECRUITER REBATES]
    F --> G[SUITABLE RESUME]
    G --> H[INTERVIEW]
    H --> I[QUALIFIED]
    I --> J[SEND REJECTION MAIL]
  
```

Perform a Competitive Analysis

Identify competitive companies, analyze their products, services, and market strategies, and determine how your company can improve.

Sign-Up Process Flowchart

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graph TD
    A[START] --> B[LOG INTO ACCOUNT]
    B --> C[ENTER SIGN-UP DETAILS]
    C --> D[CREATE ACCOUNT]
    D --> E[SEND WELCOME EMAIL]
    E --> F[VALIDATION ACTIVATION]
    F --> G[SUBMIT FORM]
  
```

CONCEPTUAL MAP

A conceptual map is a diagram that illustrates the relationships between concepts. It consists of concepts represented as nodes connected by lines representing their relationships.

PROS AND CONS SKINCARE ROUTINES

PRO	CON
Improves skin health and appearance.	Can be time-consuming and costly.
Can prevent acne and breakouts.	Products often have environmental damage.
Boosts confidence and self-esteem.	Creates false promises of results.
Provides a regimen of relaxation.	Marketing claims can be misleading.

GIGGLING PLATYPUS CO. BUSINESS GROWTH MAPS

Business growth maps show the progression of a company from startup to expansion, highlighting key milestones and challenges at each stage.

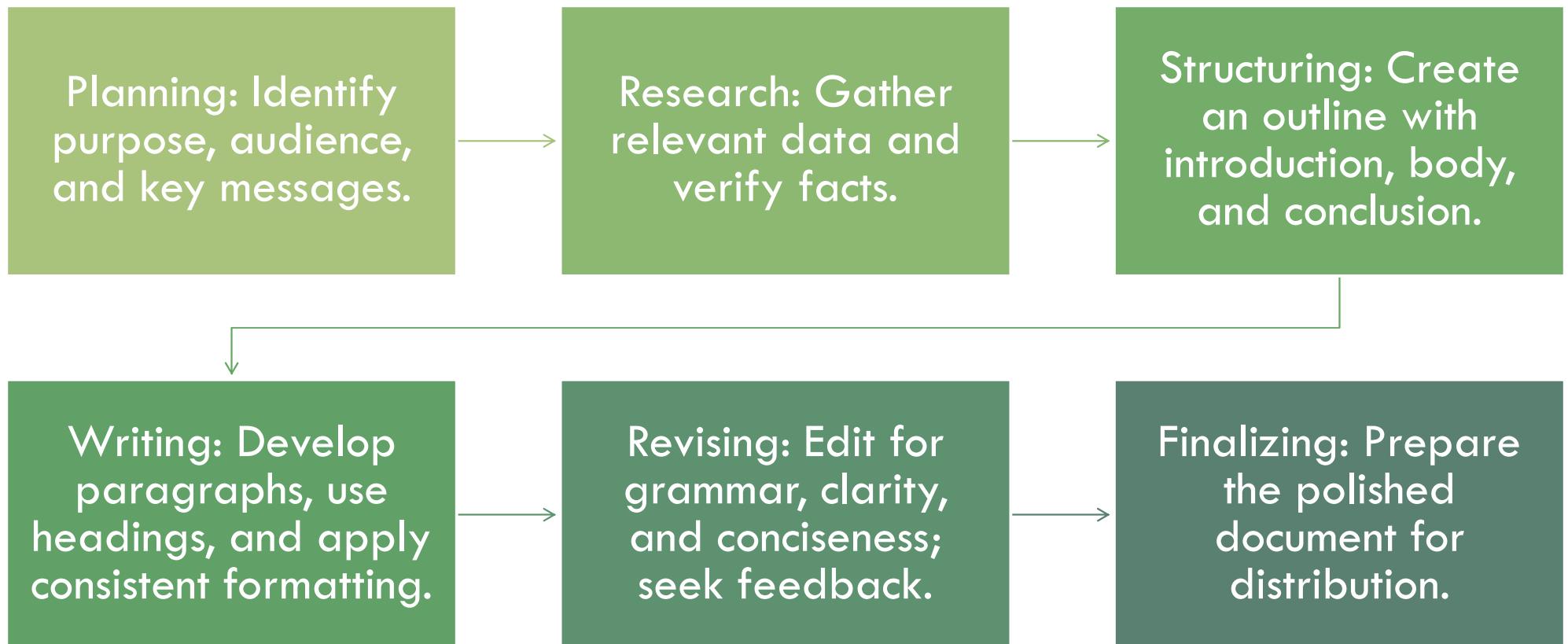
Strengths

Weaknesses

Threats

Opportunities

WRITTEN COMMUNICATION - DRAFTING



WRITTEN COMMUNICATION – PARAGRAPH WRITING

Introduction to Paragraph Development

- Paragraphs are building blocks of effective writing.
- A well-developed paragraph conveys one main idea clearly and coherently.
- Essential for clarity and reader engagement in technical and business writing.