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Writing 321

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WR 321- Negative Messages

*#3. Message Strategies: Making Negative Announcements*

You can certainly sympathize with employees when they complain about having their e-mail and instant messages monitored, but you're implementing a company policy that all employees will be asked to agree to abide by when they join the company. Your firm, Webcor Builders of San Mateo, California, is one of the estimated 60 percent of U.S. companies with such monitoring systems in place. More and more companies are using these systems (which typically operate by scanning messages for key words that suggest confidential, illegal, or otherwise inappropriate content) in an attempt to avoid instances of sexual harassment and other problems.

As the chief information officer, the manager in charge of the computer systems in the company, you're often the target when employees complain about being monitored. Consequently, you know you're really going to hear it when employees learn that the monitoring program will be expanded to personal blogs as well.

**Write an e-mail** to be distributed to the entire workforce, explaining that the automated monitoring program is about to be expanded to include employees' personal blogs. Explain that although you sympathize with employee concerns with regarding privacy and freedom of speech, the management team's responsibility is to protect the company's intellectual property and the value of the company name. Therefore, employees' personal blogs will be added to the monitoring system to ensure that employees don't intentionally or accidentally expose company secrets or criticize management in a way that could harm the company.

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*Step 1 – Planning Your Résumé:*

**Analyze the Situation***:*

My goal is to obtain the Software Engineer position at Cypress Semiconductor Corporation. With experience in software engineering methodologies and familiarity with delivering effective customer service, my skill set matches the qualifications necessary for this position. I identify Cypress Semiconductor Corporation as a Silicon Valley-based company with international manufacturing plants and design facilities that produce semiconductors. In addition, they are the world leader in USB controllers and provide customers with high-performance products and minimal time-to-market. Internally, Cypress strives for the best and promotes a highly competitive work ethic. They also value honesty and team unity. Therefore, Cypress Semiconductor Corporation is seeking an entry-level software engineer who is both passionate and perseverant towards success.

**Gather Information:**

Besides possessing technical knowledge, Cypress Semiconductor Corporation is seeking a candidate who shares their vision, mission, and core values. Specifically, this describes someone who has:

* Determination
* Honesty
* Personal initiative
* Team mentality

In addition, they are likely seeking a person with a wide variety of abilities ranging from GUI design to web development. Furthermore, their job description emphasizes the need for a candidate who is well-versed in customer service.

My message to Cypress must not only meet all the qualities that they are seeking but also indicate that I am willing to go above and beyond. In addition, my message must be both formal and concise as Cypress is a famous and professional corporation. I will need to demonstrate my capacity as a software engineer and market my effectiveness in delivering great customer service.

**Select the Right Medium:**

I will use a resume as the medium for delivering my message. By constructing a resume, I can present my experiences and abilities in an organized and condensed manner. Thus, a resume will provide Cypress Semiconductor Corporation a link that connects my strengths to their company needs.

**Organize the Information:**

1. Objective
2. Experience
3. Education
4. Qualifications
5. Achievements
6. Activities (if there is room)

My main priority is to establish a firm connection between their company’s needs and my skills and experiences. I will use the direct approach and begin my message with a main idea and support it with subsequent evidence. Thus, I will begin my resume with an objective as my main idea. It will also serve as the initial “link” between Cypress and me. Thereafter, my education, experience, qualifications, and achievements will serve as material or supporting evidence to reinforce that “link.”

Besides the direct approach, I will chronologically organize the information. The chronological approach is preferred by many employers as it emphasizes and presents professional history in a clear arrangement. However, since I am a recent graduate from college, I will be listing my educational qualifications before my experience. Furthermore, I will limit my resume to one page so as to deliver a clean and brief view of my background.