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# PROFESSIONAL WRITING SKILLS IN ENGLISH

**BPWSK206**

## MODULE-4

### PROFESSIONAL COMMUNICATION FOR EMPLOYMENT

#### 4.1 LISTENING COMPREHENSION, TYPES BARRIERS, AND IMPROVING LISTENING SKILLS

Definition. Listening comprehension encompasses the multiple processes involved in understanding and making sense of spoken language. These include recognizing speech sounds, understanding the meaning of individual words, and/or understanding the syntax of sentences in which they are presented.

#### 7 types of listening skills

1. Informational listening
2. Discriminative listening
3. Biased listening
4. Sympathetic listening
5. Comprehensive listening
6. Empathetic or therapeutic listening
7. Critical listening

There are several types of listening you can develop both at home and at work.

Let's explore seven of these types of listening, why they matter, and what they can look like:

##### 1. Informational listening

When you want to learn something, you'll use informational listening to understand and retain information.

It usually takes a high level of concentration to perform this type of listening. That's because you need to be highly engaged to understand a new concept.

You also need to apply critical thinking to what you are learning. This is so you can understand what you're learning within the context of relevant information.

Some examples of informational listening include:

- Work training
- Self-paced learning at home or at work
- Listening to an educational ebook
- Coaching

When you know how to use informational listening, you empower yourself to become a better learner. By actively learning and improving yourself, you can become a more valuable asset in your place of work.

You can also feel more fulfilled when you pursue your passions and learn something new at home.

## **2. Discriminative listening**

Discriminative listening is the first listening type that you're born with.

Everyone innately has discriminative listening skills.

You use this type of listening before you even know how to understand words. Instead of relying on words, discriminative listening uses tone of voice, verbal cues, and other changes in sound.

Discriminative listening is how babies understand the intention of a phrase before they can understand words. If someone speaks to them in a happy and amused tone of voice, they'll smile and laugh back.

They can also tell who is talking because they recognize different voices.

But discriminative listening isn't just for babies.

If you're listening to a conversation happening in a foreign language, you'll likely automatically use your discriminative listening skills.

These will allow you to analyze tone and inflection to get an idea of what is going on.

You can also use nonverbal cues to listen and analyze. For instance, someone's facial expressions, body language, and other mannerisms can tell you a lot about the meaning of someone's message.

You shouldn't discount discriminative listening, even if you understand someone's language.

This listening style is key to understanding the subtle cues in a conversation. Using this listening skill can help you read between the lines and hear what remains unspoken.

Here's an example:

Let's say you ask one of your colleagues if they agree with a course of action.

They say yes, but you can tell from their body language, such as shifting uncomfortably, that something is wrong.

Using your discriminative listening skills, you can pick up on this and ask them if they're certain. You can also ask if something is going on that they'd like to discuss.



### **3. Biased listening**

Biased listening is also known as selective listening.

Someone who uses biased listening will only listen for information that they specifically want to hear.

This listening process can lead to a distortion of facts. That's because the person listening isn't fully in tune with what the speaker wishes to communicate.

Here's an example:

Let's say your superior is briefing you on a new project. You're waiting to hear about the details of this assignment because you've been excited for a long time about it.

Because you're so focused on the details of the assignment, you don't fully hear everything your superior says. As a result, you *hear* your superior explain how you'll be judged on this project, but you don't fully *process* it.

Because you don't have this information, you may not perform as well as you could if you had understood all the details.

#### **4. Sympathetic listening**

Sympathetic listening is driven by emotion.

Instead of focusing on the message spoken through words, the listener focuses on the feelings and emotions of the speaker.

This is done to process these feelings and emotions.

By using sympathetic listening, you can provide the support the speaker needs. You can understand how they're really feeling, not what they say they are feeling.

The speaker will feel heard and validated when you take the time to pay attention in this way.

Sympathetic listening is crucial if you want to build a deeper relationship with someone in your life.

For example, let's say you run into a work colleague at the grocery store. They seem upset, so you decide to listen to what they have to say.

You also use sympathetic listening to feel how they are feeling. In doing this, you notice how frustrated they are about the lack of recognition they are getting at work.

As a result, you can offer your support and sympathize with their situation.



## 5. Comprehensive listening

Unlike discriminative listening, comprehensive listening requires language skills.

This type of listening is usually developed in early childhood.

People use comprehensive listening to understand what someone is saying using words.

Several other types of listening build on comprehensive listening. For example, you need to use comprehensive listening to use informational listening and learn something new.

At work and in your life, you'll likely use a combination of comprehensive and discriminative listening to understand the messages people are giving you.

For example, let's say your colleague briefs you on a project. You'll need to use comprehensive listening to analyze the words and understand the message.

You'll also use comprehensive listening when you receive feedback.

## 6. Empathetic or therapeutic listening

Empathetic listening is useful to help you see from other people's perspectives.

Using this type of listening, you can try to understand someone else's point of view as they're speaking. You can also try to imagine yourself in the other person's shoes.

Instead of just focusing on their message, you can use empathetic listening to relate to someone else's experiences as if they were your own.

This is different from sympathetic listening.

With sympathetic listening, you try to understand someone's feelings to provide support. But you don't necessarily try to imagine what it'd feel like to be in their position.

Here's an example:

Let's say your superior just announced that this week's company outing is canceled due to budget cuts.

By using empathetic listening, you can tell how much pressure your superior is feeling. You can imagine yourself having to break the bad news.

You know there's pressure from higher-ups to respect the budget. You also know that there's pressure from employees.

Instead of getting upset, you understand why your superior made this decision. That's because you can imagine what it's like to be in their shoes at this moment.

## **7. Critical listening**

If you need to analyze complex information, you'll need to use critical listening.

Using critical thinking while listening goes deeper than comprehensive listening. Instead of taking the information at face value, you can use critical listening to evaluate what's being said.

Critical listening is crucial when problem-solving at work.

For example, you'd use this type of listening when trying to choose how to handle an unusual and complex client request.

You need to use this skill to analyze solutions offered by other people and decide if you agree or not.

To do this, you don't just need to hear their words. You also need to look at the bigger picture and compare everything you know.



## Why is listening so important in life and at work?

Listening is a key component of effective [communication skills](#).

Regardless of the type, listening is key to understanding what other people are really trying to say. Without listening, it's easy to get something wrong and make assumptions.

On the other hand, when you actively listen, you can fully communicate with someone else.

Listening is the most important part of communication. That's because it allows you to come up with a substantial and meaningful response. You can pick up on subtleties you wouldn't have otherwise, [especially with body language](#).

If something isn't clear, you can ask clarifying questions. This is something you might not have done without active listening.

At work, communication is an important soft skill. According to LinkedIn's 2019 Global Talent Trends report, 80% of companies say that soft skills are increasingly important to their success.

Listening is also important for [productive collaboration](#).

According to the same LinkedIn report, collaboration is the third most important soft skill companies need.



Imagine trying to collaborate if you can't actively listen to your colleagues. Information gets lost, and misunderstandings occur.

The same can happen if everyone on the team uses different levels of listening. Some people will be more engaged than others. Not everyone will get the same understanding of the same conversation.

You can avoid this if everyone actively listens to each other.

Plus, when you actively listen, your colleagues and your superiors will notice that you come up with meaningful responses.

Listening is also crucial if you want to learn effectively.

Without attentive listening, it can be easy to miss small details that make a difference in your learning.



### **Active listening games**

You can improve team communication with active listening games.



In one such game, you and your colleagues can split up into groups of two. The first person in each group is given a picture, while the other person is given a pen and paper.

The second participant needs to ask questions in order to accurately draw the image the first participant is holding.

In another game, participants need to mime non-verbal cues to express their feelings about a topic. The other participants need to write down what they believe the other person feels.

Finally, you can practice active listening by having all participants listen to one person speak for three to five minutes. During this time, no other participants may speak. Afterwards, the other participants need to paraphrase what they think the other person said.

## Listening Barriers

Unfortunately, effective listening can be held back by barriers. These barriers to listening can be grouped into two major categories: external and internal.

### External Listening Barriers

External listening barriers are easier to manage than internal barriers. They include a variety of environmental distractions that can usually be avoided or minimized with simple corrections, like removing yourself from the interfering barrier or removing the issue from the area that you are in. External barriers include:

- **Noise.** Any external noise can be a barrier, like the sound of equipment running, phones ringing, or other people having conversations.
- **Visual distractions.** Visual distractions can be as simple as the scene outside a window or the goings-on just beyond the glass walls of a nearby office.
- **Physical setting.** An uncomfortable temperature, poor or nonexistent seating, bad odors, or distance between the listener and speaker can be an issue.
- **Objects.** Items like pocket change, pens, and jewelry are often fidgeted with while listening.
- **The person speaking.** The person listening may become distracted by the other person's personal appearance, mannerisms, voice, or gestures.

## Internal Listening Barriers

Internal listening barriers are more difficult to manage, as they reside inside the mind of the listener. Internal barriers' elimination relies on a high level of self-awareness and discipline on the part of the listener, like catching oneself before the mind starts to wander and bringing full attention back to the speaker. Internal barriers include:

- **Anxiety.** Anxiety can take place from competing personal worries and concerns.
- **Self-centeredness.** This causes the listener to focus on his or her own thoughts rather than the speaker's words.
- **Mental laziness.** Laziness creates an unwillingness to listen to complex or detailed information.
- **Boredom.** Boredom stems from a lack of interest in the speaker's subject matter.
- **Sense of superiority.** This leads the listener to believe they have nothing to learn from the speaker.
- **Cognitive dissonance.** The listener hears only what he or she expects or molds the speaker's message to conform with their own beliefs.
- **Impatience.** A listener can become impatient with a speaker who talks slowly or draws out the message.

Working through these barriers are crucial for better listening. If a listener can remove these barriers, they will find that they can gain better understanding of the tasks at hand, communicate more effectively, and achieve greater success in the workplace.

## What is active listening?

Active listening does not come easily to us, so we must make a conscious effort to practise it. It takes time to master and a lot of practice to become adept. Active listening is completely focusing on what is being said and absorbing it without bias, as opposed to simply glossing over the general message.

## How can you improve your active listening skills?

## 1. Consider eye contact

Holding someone's gaze can feel like hitting a moving target: someone's talking to you, but you're looking around the room, checking your phone, or staring at your screen. In many cases, the speaker may only have a small part of your attention. You don't want to make the speaker have to ask you to look at them as if you were a child.

In most Western cultures, eye contact is a fundamental part of [good communication](#) – bear in mind, though, that in [cultures such as Japan and Korea](#) it can come across as forceful and rude. Similarly, some neurodiverse people may find persistent eye contact difficult. It's important to understand your audience/speaker and their needs.

However, for many people, we communicate by looking each other in the eye. That's not to suggest you can't converse across a room; but if it goes on for too long, one of you will get up and move in order to hear the other properly.

Turn to face your conversation partner out of politeness. Remove all papers, books, phones, and other distracting items. Look at your partner, even if they aren't looking at you. Shyness, uncertainty, embarrassment, guilt, or other feelings, as well as cultural taboos, can prohibit certain people from making eye contact in particular situations. You can forgive them – but for your part, stay attentive.

## 2. Be alert, but not intense

Now that you've made eye contact, relax into the conversation. You don't have to fix your eyes on the other person; in fact, being too attentive or intense can unsettle the speaker. Although, again, some people may need this regular contact to follow the conversation. Overall, it's useful to pay attention in a way that suits you.

You should try and consciously shut out background sounds and activities. Also, try not to focus too much on the speaker's accent or mannerisms, as they might be distracting. Try not to allow your personal sentiments, beliefs, or biases to get in the way.

### **3. Pay attention to nonverbal signs, such as body language and tone**

Nonverbal communication, excluding email, accounts for the majority of direct communication. We can get a lot of information about one another without needing to say anything. The sound and tone of someone's voice, even over the phone, can convey almost as much about them as what they say.

An expression around the eyes, a twist of the mouth, or a raising of one's shoulders can indicate enthusiasm, boredom, or disapproval when you're face to face with someone. You can't afford to disregard these cues. Remember that words only convey part of the message.

Again, it's important to point out that body language can vary between cultures, and neurotypical people may find it easier to pick up on than some neurodiverse individuals.

### **4. Make a mental image of what the speaker is saying**

Allow your brain to create a mental image of the information you're hearing. Your brain will do the work – whether it's a mental picture or the organisation of ideas – if you stay focused and your senses are fully engaged. When listening for long periods of time, concentrate on and remember key words and phrases.

Don't think about what you're going to say when it's your turn to listen; it's too difficult to mentally rehearse while listening. Pay complete attention to what the other person is saying. Finally, remember what is being said, even if it seems dull or unimportant. Make a conscious effort to refocus your thoughts when they begin to wander.

## **5. Empathise with the speaker**

Effective listening is based on empathy and emotional intelligence. You're a good listener if you're sad when the person you're talking to displays sadness, glad when they express happiness, and fearful when they express their concerns. You can show this through your facial expressions and words.

To have empathy, you must put yourself in the other person's shoes and allow yourself to feel what it's like to be them at that moment. This is difficult to achieve and requires a great deal of effort and concentration. Regardless, it will enhance the quality of your interactions to no end.

## **6. Provide feedback**

Reflect the speaker's emotions to demonstrate that you understand their point of view. If the speaker's emotions are masked or unclear, it's occasionally important to repeat their message to ensure you've understood. Simply nod and demonstrate your understanding with appropriate facial gestures and well-timed noises of assent.

You need to show the speaker that you are following their train of thought rather than daydreaming while they are speaking to you. Always double-check your understanding of instructions in task situations, whether at work or at home.

## **7. Keep an open mind**

Listen without casting judgement or mentally evaluating what the other person is saying. Feel free to be uncomfortable if what they say makes you uncomfortable, but don't engage in internal discourse, such as formulating a riposte or comparing the speaker to others. As soon as you indulge in judgemental thinking, you've diminished your value as a listener.

Listen without jumping to conclusions. Keep in mind that the speaker is expressing their inner thoughts and feelings through words. You have no idea what those feelings and ideas are; the only way to learn is to listen.



## 4.2 READING COMPREHENSION

**Reading comprehension** is the ability to process written text, [understand](#) its meaning, and to integrate with what the reader already knows.<sup>[1][2][3][4]</sup> Reading comprehension relies on two abilities that are connected to each other: word reading and language comprehension.<sup>[5]</sup> Comprehension specifically is a "creative, multifaceted process" dependent upon four [language skills](#): [phonology](#), [syntax](#), [semantics](#), and [pragmatics](#).<sup>[6]</sup>

Some of the fundamental skills required in efficient reading comprehension are the ability to:

- know the meaning of words,
- understand the meaning of a word from a discourse context,
- follow the organization of a passage and to identify [antecedents](#) and references in it,
- draw inferences from a passage about its contents,
- identify the main thought of a passage,
- ask questions about the text,
- answer questions asked in a passage,
- visualize the text,
- recall prior knowledge connected to text,
- recognize confusion or attention problems,
- recognize the [literary devices](#) or propositional structures used in a passage and determine its [tone](#),
- understand the situational mood (agents, objects, temporal and spatial reference points, casual and intentional inflections, etc.) conveyed for assertions, questioning, commanding, refraining, etc., and
- determine the writer's purpose, intent, and point of view, and draw inferences about the writer (discourse-semantics).<sup>[7][8][9]</sup>

Comprehension Skills that can be applied as well as taught to all reading situations include:

- Summarizing
- Sequencing
- Inferencing
- Comparing and contrasting
- Drawing conclusions
- Self-questioning
- Problem-solving
- Relating background knowledge
- Distinguishing between fact and opinion
- Finding the main idea, important facts, and supporting details<sup>[10]</sup>

There are many reading strategies to improve reading comprehension and inferences, including improving one's vocabulary, critical text analysis ([intertextuality](#), actual events vs. narration of events, etc.), and practicing [deep reading](#).<sup>[11]</sup> The ability to comprehend text is influenced by the readers' skills and their ability to process information. If word recognition is difficult, students use too much of their processing capacity to read individual words which interferes with their ability to comprehend what is read.

## 7 Strategies for effective reading

Below is a summary of the [seven strategies of highly skilled readers](#). A brief purpose for using each strategy is provided along with a corresponding protocol. The seven strategies can be used with a variety of texts depending on the discipline. Examples of text include a painting, an annual report for a business, a script for a play, a mathematical word problem, a pie chart, a recipe, or instructions for a science experiment.

**1. Activating:** Students use their past experiences and/or knowledge to better understand the text. (Example: text connections.)

**2. Summarizing:** Students restate the purpose and meaning of a text in their own words. (Example: magnet summaries.)

**3. Monitoring and Clarifying:** Students determine if they understand the text. If there are misunderstandings, they clarify and correct the confusion during and after reading a text. (Example: text coding.)

**4. Visualizing and Organizing:** Students create mental images of the text. Graphic organizers help to provide structure and allow students to generate ideas from the text. (Example: graphic organizer.)

**5. Searching and Selecting:** Students gather information from various resources to select that which allows them to

define key words, answer questions, or solve problems. (Example: claim, evidence, and reasoning.)

**6. Questioning:** Students create questions about the text, ask themselves questions while reading the text, and answer different levels of questions about the text from their peers and/or teacher. (Example: question-answer relationship.)

**7. Inferring:** Students interpret the text and draw logical conclusions. (Example: say-mean-matter.)

## **4.3 JOB APPLICATION LETTERS (OFFICIAL, EMPLOYMENT, BUSINESS)**

### **What is a job application letter?**

A job application letter is a cover letter that is written to the potential employer to provide them with information about your qualifications, skills and experience. It is sent along with your resume and other necessary documents.

### **How do you end a job application letter?**

You can end your job application letter by thanking the employer for the time and consideration in going through your job application. You can use a complimentary closing such as 'Yours sincerely', 'Sincerely', 'Best regards', etc.

### **Writing a Job Application Letter – What Recruiters Expect?**

Every individual needs a job that pays them well so as to be able to live a comfortable life. In this competitive world, people find it really hard to get themselves placed in a good company due to the little things they thought were not that important and did not take into consideration. According to many, how you perform at the interview is all that matters, but that is not true. The employer builds an opinion about you from the very beginning. From the time you send in your job application, or your profile gets noticed on an online platform, the employer notices each and every little detail. Your job application letter is one of the first things that creates an impression about you in the eyes of the recruiter, so it is vital that you understand how to write a job application letter and draft a good one.

There are a few main aspects that recruiters look for when going through a job application letter. They try to analyse how passionate you are about taking up the particular job. Being genuine is one of the qualities that they look for in a potential candidate. How your skills and experience would add value to the company or organisation is one of the most important pointers they would be interested to know. You have got to convince the recruiter that you are the right person for the job in the way you present the job application letter.

### **Sample Job Application Letters for You**

When you start writing your job application letter, keep in mind that a job application letter is not something casual. It has to be written in the format of a [formal letter](#). Know how exactly you should write a job application letter by going through the sample job application letters given below.

### **Formal Letter of Job Application for the Position of Cryptographer**

589/22, Srilakshmi Nagar Block 3

Subbanna Palya Extension

Banaswadi, Bangalore North

560023

January 7, 2022

The HR Manager

Anton Technologies

Electronic City

Bangalore – 560012

Subject: Job application letter for the position of Cryptographer

Respected Sir,

This is with reference to the job posting on LinkedIn for the position of Cryptographer in your esteemed organisation. I have carefully read the job description. I have also browsed through your official website to understand the kind of work you do, and I am interested in working with you.

I am an MSc Electronics graduate, and I have completed multiple diploma courses in Cyber Security. I have hands-on experience of working in the field of cyber security for five years. Planning and executing various security means, analysing and documenting security systems,

rebuilding and making arrangements for the safety of the security system, writing and developing security codes are some of the areas I have good experience with. I believe that I will be a good fit for the role in your company and that I can do justice to the responsibilities I will have to take up.

I have enclosed my resume and work samples for your kind review.

Thank you for your time and consideration. Hoping to hear from you.

Yours sincerely,

Signature

BIPIN DAS

**Sample Job Application Letter for the Post of High School English Teacher**

28 C, K K Nagar

Avarampalayam

Coimbatore – 641045

12<sup>th</sup> January, 2022

The Principal

D A V Matriculation Higher Secondary School

Ambattur

Chennai – 600012

Subject: Job application letter for the post of High School English Teacher

Dear Mr. Sishir Kumar,



I am writing to you to express my interest in the job opening for the post of High School English Teacher in your prestigious institution. I have reviewed the roles and responsibilities in the job description you have posted on the Naukri employment portal dated 09/01/2022.

I am an MA English graduate. I have also completed my Masters in Education. I have a teaching experience of three years at the Indian Public School, Coimbatore. I have handled students from Class VI to X. I have experience in teaching the IGCSE syllabus. I have also been a part of the curriculum development team. I am looking for better opportunities where I can use my skills and expertise to help and mould students and their communication skills. I believe that I can do well and play a good role in providing quality education.

I have attached my resume and experience certificate for your kind perusal. Looking forward to hearing from you.

Thank you for taking the time to review my application.

Yours sincerely,

Signature

LINDA RODRIGUES

### **Sample Job Application Mail Template**

Receiver's mail id: name.234@email.com

Subject: Job Application for the Role of (Mention the job role you are applying for)

Respected Sir/Ma'am,

I am (Mention your full name) and I would like to apply for the role of (Job role) at your prestigious company.

I have completed my (Mention your degree) in (Mention the subject/specialisation). I have (Mention the years of experience) years of experience in the field of (Mention the field of work) at (Mention the name of your previous company). I have an in depth knowledge of the duties that I will have to perform and expertise in the particular field of work that would help me accomplish all the assigned tasks in the event of me being placed in your company.

I have enclosed herewith my resume, my detailed profile and a certificate of experience for your reference and review. I have also provided my contact information. Please feel free to contact me in case of any questions. I am looking forward to meeting with you in person for an interview.

Thank you for your time and consideration.

Yours sincerely,

Your full name

Contact number : 123456

Email id: name.name@email.com

### **How do I write an application letter for a job?**

Tips to write a job application letter:

- Mention the job position you are applying for and where you found the information about the job opening.
- Introduce yourself and highlight your skills and qualifications.
- State strongly why you would be right for the job.
- Use a polite tone throughout your letter.
- Stay genuine and professional.
- End the letter on a positive note.
- Proofread the letter before you send it to the concerned hiring manager/employer.

### **Application Writing- What is an Application Letter?**

An application letter is the letter you write when you ask for something, request permission, or apply for anything. Typically, the letter is one page long. It may be written for personal or business needs. Sometimes it will come with other documents, such as letters of application. Application letters, then, are more than just cover letters; they can also be letters of inquiry or request.

There are 3 different types of an application letters:

#### **Job Application Letter**

Academic Application Letter

Personal Application Letter

Read more: Notice Writing Class 12, 10, Format, Topics With Examples

### **Application Writing Steps**

The application letter begins with planning, just like any other simple letter. Plan the content, find out who will be receiving it, consider the details you should include, make it short and straightforward, and presto! Imagine that you are asking your college professor for permission to retake your Microeconomics exam. How to write an application is as follows:

#### **Firstly, the date.**

Include the professor's name, position, department, and university name. You have the option of having an internal or external professor. Mention this together with the name of your university if he is an external faculty member. If not, you should still add it to clarify matters. Include his contact details.

Add the date after that. Move on to the subject line, where it says "Application for Exam Retake."

Introduce yourself in the opening sentence. Mention the course name, your name, batch, and program after that. Now explain your purpose for writing, which is to request a retest on your microeconomics exam.

The explanations for your exam absence should be stated in the following paragraph. Make sure the justifications are real. Attach any medicines or appointment records if you have been ill. Give a brief description of the event if you had to travel because of personal matters.

Request an exception and a retake of the exam in the final paragraph, explaining how doing so will benefit you.

Finalize with your information. Remember to provide your contact information, such as your mailing ID, below.

### **Format to write an application to the Principal**

#### **Receiver's Address**

[Mention the person being addressed, i.e. 'The Principal' and then the school's address.]

#### **Date**

[The date on which the application is written. It helps in officially documenting the application.]

#### **Subject**

[A short statement reflective of the purpose for which the application is written.]

### **Salutation**

[Here the addressee is respectfully acknowledged and referred to. You can write 'Sir', 'Madam' or both in case of ambiguity about the gender of the person being addressed.]

### **Body of Content**

[Mention your name and class][State the reason for the application][Related factors such as the number of days for a leave (including dates), reason for fee concession, etc.] [Humbly extend your gratitude towards the principal.

Complimentary Note as a closing acknowledgement for the principal's time, understanding and patience. This makes the letter more respectful and thereby appropriate.]

### **Closing Line**

[Yours Obediently, Yours Sincerely, etc.]Name of the Sender with Details

[Conclude the application by mentioning your name with other essential details like class, section, roll no. and any other details.]

## **Application Writing Example**

The Principal

Mary Public School

Gurgaon, Haryana 122002

October 25, 2022

Subject: Application for a Medical Leave

Dear Sir/Madam

I would like to bring to your kind attention that my name is Riddhima Dutta, a student of Class XII of your school. I have been diagnosed with chickenpox and have been advised complete rest at home by my doctor for ten days. I would request you to kindly grant me leave for the mentioned number of days.

The medical certificate issued by the doctor is attached herewith.

Thanking you,

Yours obediently,

Sayani Dutta

Class XII... Read more at: <https://www.adda247.com/school/application-writing-format/>

From,

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date-

To,

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Subject: Application for enrollment

Dear Mr./Ms \_\_\_\_\_,

I am composing this letter to turn into an individual from your regarded association. I'm an extraordinary fan/admirer/admirer of \_\_\_\_\_ [mention the club's advantages, similar to craftsmanship or music] and I trust I could be an amazingly profitable individual from the gathering, given an opportunity.

I have been associated with a few related gatherings in the past [mention your experience of working for or chipping in with some related organization]. I'm likewise acceptable at \_\_\_\_\_ [mention your gifts and capacities].

I like this encourage you to consider my application for enrollment and compassionately award me the equivalent.

Yours earnestly,

Respects,

\_\_\_\_\_ [Your name]

**Adda247**

# OFFICIAL LETTER

## Template 1: Basic

Tim Halpern  
555 First Street  
Boston, Massachusetts 02215

[Redacted]

1

Munder Difflin, Inc.  
15 Coal Blvd, Floor 2  
Scranton, PA 18504

Dear Jon Snaper,

2

I was thrilled to see the opportunity at Munder Difflin posted. I believe my current role would make me the perfect candidate because of my interest in marketing technology, experience managing a team, and enthusiasm for the work your team has done to make the paper industry more eco-friendly.

3

Last year, I was tasked with a few challenges: double the number of leads generated from our blog, take over management responsibilities for our content and campaigns teams, and implement inbound marketing within a company that has always depended on outbound marketing tactics. Here we are a year later, and we have tripled our blog's lead generation and created a growth machine centered around marketing. I feel that my experience in this area will translate well to the work of the Marketing Manager position to grow your inbound program from the ground up while also maintaining stronger results. I value your emphasis on metrics and also your company's focus on inbound marketing tactics.

4

I know that Munder Difflin has doubled the size of the business while also making the business more green. Because of my experience working with clients on similar initiatives such as LEED certification, I know that Munder Difflin will help me grow in my career while also supporting my passion for going green. I have always been impressed by your company's phenomenal results that have been achieved while supporting an important cause.

5

I would be delighted to further discuss my experience and qualifications for the Marketing Manager position at Munder Difflin. Please feel free to contact me if you have any questions or require any additional information at 555-867-5309 or tim.halpern@gmail.com. Thank you very much for your time and consideration.

6

Best,  
Tim Halpern

7



## Template #2: Data-Driven Cover Letter

YOUR NAME HERE  
Street Address  
City, State, Zip Code  
Email | Phone Number

DATE

Hiring Manager Name  
Company Name  
Street Address  
City, State, Zip Code

Dear [hiring manager name here],

My name is \_\_\_\_ and I am a \_\_\_\_ professional currently working as a \_\_\_\_ at \_\_\_\_\_. I am reaching out to express my interest in the \_\_\_\_ position at \_\_\_\_\_.

I currently work as a [job title] at a [industry] company based in [location]. In this role, I have played an instrumental part in [action #1], [action #2], and [action #3]. With a commitment to solving for [business need], I've developed a strategy that has helped the company achieve:

- [statistic]
- [statistic]
- [statistic]

After reviewing the job description for the [job title] position at your company, I am eager to apply this experience to help your [department] team uncover and execute on [business need #1], [business need #2], and [business need #3]. I feel confident that my [area of expertise] skills and knowledge of the [industry] space positions me as a

Attached is my resume, which further details my qualifications. Thank you for taking the time to review my application, and I look forward to speaking with you about this exciting opportunity.

Best Regards,  
[your name here]

## Template 6: Digital Creative Cover Letter

**MATTHEW  
JONES**

DIGITAL MARKETING

**To**  
Ms. Goodman  
Brandinc

**From**  
Matthew Jones  
Digital Marketing  
(212)123-456  
[mjones123@gmail.com](mailto:mjones123@gmail.com)

9/09/20

Dear Ms. Goodman,

Digital Marketing is about finding a voice, amplifying it and cultivating a community around it. In my previous three positions, I have created award-winning social strategies, grown audiences by 1700%, and increased brand awareness off the charts (from 2% to 102%)

A great social strategy feeds on itself and my role as a digital marketing manager is to create all the right ingredients for this to take place. Optimizing digital marketing campaigns for consumer brands taps into the psyche of the consumer – I have tripled sales of ice cream, broken a personal hygiene supply chain with +1020% LFL promotional success and ensured that a new range of smoothies captured 25% market share within 6 months.

I have enclosed a selection of highlights from my portfolio that I believe may be relevant to the campaigns I would be running with you. Every brand is different, but in many situations if one approach works for one brand it is likely to work for another. I am consistently recognized as one of the leading consumer marketeers and I am confident in my ability to translate my previous wins into amazing success for you.

I'd love the opportunity of an interview to discuss my ideas of how to take your brand to the next level on social.

Sincerely,

Matthew Jones



## 4.4 RESUME VS BIO DATA

### Resume for IT Freshers

**Himanshu XXXXX**

Email Id: himanshu\*\*\*\*\*@gmail.com

Contact No: 98\*\*\*\*\*

#### Objective

Looking forward to an opportunity for working in a dynamic, challenging environment, where I can utilize my skills for developing my career and for the growth of the organization.

#### Academic Qualification

- B.Tech. from University \*\*\*\*\* with 7.06 (CGPA) in 20XX
- 12th science from \*\*\*\* Board with 56.7% in 20XX
- 10th from \*\*\*\* Board with 72% in 20XX

#### Technical Qualification

- Operating System: Windows XP/07
- Database: SQL Server 2008
- Languages: C#.Net
- Web Technology: HTML, ADO.Net, ASP.Net
- Framework: .Net 3.0/3.5/4.0
- Tools: Crystal Reports, Web Services
- Web Server: IIS

#### Academic Project

**Project name:** E-MARKETING

**Language of implementation:** .NET

**Operating system:** Windows 98/XP/07

**Description:**

E-Marketing is a web based application intended for online retailers. It would make searching, viewing and selection of a product easier for user's specific to their needs. The application also provides a drag and drop feature so that a user can add a product to the shopping cart by dragging the item into the shopping cart.

#### Industrial Training

- Done 2 months training in XXX from May 20XX to July 20XX

#### Personal Strengths

- Positive Thinking
- Open to any challenging work
- Good learner by observation

#### **Extra-Curricular Activities and Hobbies**

- Participated and won shuttle in various competitions at high school level.
- Interested in playing cricket and Net surfing.

#### **Personal Details**

**Date of Birth:** 20th May 1987

**Languages Known:** English, Hindi and Oriya.

**Address:**XXXX



# Salman Patel

Software Engineer

<b>Phone:</b> 091 11 12345678	<b>Address:</b> Rajo Garden, New Delhi, Delhi 110027
<b>Email:</b> salman.patel@email.com	<b>Date of birth:</b> 21 January 1992
<b>LinkedIn:</b> linkedin.com/in/salman-patel	<b>Gender:</b> Male
<b>GitLab:</b> gitlab.com/salmanpatel	<b>Nationality:</b> Indian

Driven software engineer with 6+ years in the IT industry. Highly skilled in developing and beta-testing mobile apps. Designed an app that slashed inventory management time by up to 70%. Eager to leverage coding skills to improve the quality of average user experience and help Sola Software grow exponentially.

## Education

2011–2015

### High School Diploma

*N. K. Bagrodia Public School, Rohini*  
CBSE: 88%

Activities:

- Member, Maths Club, Class IX-XII
- Member, IT Club, Class IX-XII

2015–2017

### Bachelor of Computer Applications

*Sharda University, Greater Noida, Delhi NCR, India*  
CGPA: 8.3

Specialization:

- Designing and Implementing System Software

## Experience

June 2016  
–Present

### Freelance Software Engineer

*ITsang Group, New Delhi*

- Modified and upgraded the code of a price comparison app that allowed it to display price fluctuations in real-time.
- Designed and developed a stock management app for iOS that uses voice commands to add individual items and slashed inventory management time by up to 70%.
- Smoke tested an iOS taxi-hailing app for a startup.

## Skills

- Visual Basic
- C, C++
- Java, HTML
- MS Access



### **BIO DATA**



Name :  
Father's Name :  
Mobile :  
Email id :  
Gender :  
Date of Birth :  
Marital Status :  
Religion :  
Nationality :  
Languages Known :  
Education :

Experience :

Address :

#### **Declaration**

I hereby declare that all the information provided here is true to the best of my knowledge.

Place:

Date:

Signature.

## **Difference between Resume, C.V., and BioData**

### **RESUME**

Resume is a French word meaning "summary", and true to the word meaning, signifies a summary of one's employment, education, and other skills, used in applying for a new position. A resume seldom exceeds one side of an A4 sheet, and at the most two sides. They do not list out all the education and qualifications, but only highlight specific skills customized to target the job profile in question. A resume is usually broken into bullets and written in the third person to appear objective and formal. A good resume starts with a brief Summary of Qualifications, followed by Areas of Strength or Industry Expertise in keywords, followed by Professional Experience in reverse chronological order. Focus is on the most recent experiences, and prior experiences summarized. The content aims at providing the reader a balance of responsibilities and accomplishments for each position. After Work experience come Professional Affiliations, Computer Skills, and Education

### **C.V CURRICULUM VITAE**

C.V is a Latin word meaning "course of life". Curriculum Vitae (C.V.) is therefore a regular or particular course of study pertaining to education and life. A C.V. is more detailed than a resume, usually 2 to 3 pages, but can run even longer as per the requirement. A C.V. generally lists out every skills, jobs, degrees, and professional affiliations the applicant has acquired, usually in chronological order. A C.V. displays general talent rather than specific skills for any specific positions.

### **BIO-DATA**

Bio Data the short form for Biographical Data, is the old-fashioned terminology for Resume or C.V. The emphasis in a bio data is on personal particulars like date of birth, religion, sex, race, nationality, residence, marital status, and the like. Next comes a chronological listing of education and experience. The things normally found in a resume, that is specific skills for the job in question comes last, and are seldom included. Bio-data also includes applications made in specified formats as required by the company. A resume is ideally suited when applying for middle and senior level positions, where experience and specific skills rather than education is important. A C.V., on the other hand is the preferred option for fresh graduates, people looking for a career change, and those applying for academic positions. The term bio-data is mostly used in India while applying to government jobs, or when applying for research grants and other situations where one has to submit descriptive essays.

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### **Difference between Resume, C.V., and BioData**

Resumes present a summary of highlights and allow the prospective employer to scan through the document visually or electronically, to see if your skills match their available positions. A good resume can do that very effectively, while a C.V. cannot. A bio-data could still perform this role, especially if the format happens to be the one recommended by the employer. Personal information such as age, sex, religion and others, and hobbies are never mentioned in a resume. Many people include such particulars in the C.V. However, this is neither required nor considered in the US market. A Bio-data, on the other hand always includes such personal particulars.

## 4.5 PROFILE

# Business Profile

## General Business Information

- Business Name
- Head Office Address
- Phone Number
- Website Address
- Company Status
- Contact Information of the Person in Charge ( His Name, Phone, Email Address etc)

## Business Details

### **Human Resources**

- Business Organization
- Number of Employees

### **Financial**

- Financial Circumstances of Business (Optional)

### **Technical**

- Company Capacity for the Project in Terms of Qualifications and Certifications.

### **Other**

- References or Success Stories in a Similar Project

## Company profile template

Vendors must respond to all questions.

### 8.1 Company details - vendor's name

Name:
-------

Vendors should also insert their name in the space provided in the page footer.

### 8.2 General Information

Primary contact for sales/client services			
Address			
	Postal Code:	Country:	
Telephone:			Fax:
E-mail:			Web site:
Parent company, if any			
Subsidiaries, Associates, and/or Overseas Rep(s), if any			
Year established			
Type of organization	Public enterprise	( )	
	Private company	( )	
	Organization sponsored (assisted by Government)	( )	
	Other (please specify): .....	( )	
Type of Business	Manufacturer	( )	
	Retailer	( )	
	Authorized Agent	( )	
	Consulting Company	( )	
	Other (please specify): .....	( )	
Summary of main business activities			
No. of employees (by location)			
Staff turnover rate			
In-house working language(s)			

## 4.6 CV



# AMANDA DALTON

Administrative Assistant

### CONTACT

+1 123 456 7890  
+1 222 333 4444

email@websiteName.com  
alterName@email.com

xyz street No. with address  
City Name, State Zip Code.

### INTERESTS

- Blogging
- Reading
- Travelling
- Gaming

### LANGUAGES

- English (9/10)
- Spanish (7/10)
- French (8/10)

### About Me

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

### Education

- **Degree or Study Name — [2021]**  
Type your Institute Name Here  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- **Degree or Study Name — [2017]**  
Type your Institute Name Here  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- **Degree or Study Name — [2015]**  
Type your Institute Name Here  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

### Skills

9/10

Communication

8/10

Equipment Handling

7/10

Customer Service

OFFICE TEMPLATES

— ONLINE —

## 4.7 WRITING EFFECTIVE RESUME FOR EMPLOYMENT

## 4.8 EMAILS WRITINGS AND MEMOS

### Emails

Electronic mail, widely known as “email,” is by volume the most popular written communication channel in the history of human civilization. With emails being so cheap and easy to send on desktop and laptop computers, as well as on mobile phones and tablets, a staggering 280 *billion* emails are sent globally per *day* ([Radicati, 2017](#))—that’s over a hundred trillion per year. Most are for business purposes because email is such a flexible channel ideal for anything from short, routine information shares, requests, and responses the length of a text, to important formal messages delivering the content that letters and memos used to handle. Its ability to send a message to one person or as many people as you have addresses for, integrate with calendars for scheduling meetings and events, send document attachments, and send automatic replies makes it the most versatile communication channel in the workplace.

This mind-boggling quantity of 3.2 million emails sent per second doesn’t necessarily mean that quality is a non-issue for email, however. Because it has, to some extent, replaced mailed letters for formal correspondence, emails related to important occasions such as applying for and maintaining employment must be impeccably well written. Your email represents you in your physical absence, as well as the company you work for if that’s the case, so it must be both well-written and appropriate.

First, ensure that you really need an email to represent you because emailing merely to avoid speaking in person or calling by phone can do more harm than good. If an email is necessary, however, then it must be *good*. As people who make decisions about your livelihood, the employers and clients you email can be highly judgmental about the quality of your writing. To them, it’s an indication of your professionalism, attention to detail, education, and even intelligence. The writing quality in a single important email can be the difference between getting hired and getting fired or remaining unemployed.

Let’s say, for instance, that you get an email from a customer and they mention in it that they’ve been shopping around for a company to do a custom job for them. This means they’re emailing other companies with the same inquiry. Let’s say also that your competitors offer similar services at similar prices and are similarly reviewed



positively online. With everything else being equal, the quality of the email responses may be the deciding factor. Responding to the customer quickly gives you an advantage because you show them that you can get things done promptly. If your email is also well written in a professional style and error-free in every way due to effective editing and proofreading, you stand a much better chance of getting the job.

Comparing this with another company's email that came a few days later with multiple writing errors in it, the customer will likely go with the company that wrote the better email. Even though the quality of communication doesn't necessarily guarantee quality of work in the product or service a company provides, customers will assume a connection. Indeed, the quality of communication can certainly say volumes about work ethic and attention to detail. We must all try to make a similarly strong impression in any situation where the quality of email matters. Figure 6.1 demonstrates a standard email.

**To: h.adamo@xyzcorporation.ca**

**From: m.vargas@maxim.ca**

**Subject: Construction Interruptions**

**Dear Harriet,**

I know employees of Evergreen Corp. are looking forward to moving into the new Station Street building in January, but recently groups of employees who do not have business here have been walking through the building. These visits create a safety hazard, interrupt the construction workers, and could put your occupancy date in jeopardy.

Would you please ask your staff members who haven't already been moved to Station Street to stay out of the building? If they need to meet here with someone who has already moved, they should conduct their business and leave promptly via the nearest staircase.

We need to avoid further interruptions so our construction workers can get the building ready for occupancy on schedule. If you have any questions, please call me.

Thanks,

Mel

Melvin R. Vargas

*Construction Site Manager, Maxim Construction Co.*

*1234 Main St, Big City, Canada*

### Possible Email Structure

- **Subject line:** summarize reason for writing.
- **Opening:** Explain your main reason for writing.
- **Body:** Add relevant information to support the reason in the opening.
- **Closing:** Add a closing thought, any required action or summarize the information.

## Tips for Effective Business Emails

If you're struggling to write an email, err on the side of not wasting the reader's time. Many readers get hundreds of emails a day. While a reader might sit down to read a letter or a memo, they will usually spend a few seconds scanning an email for relevant information before moving on to the next one. Unless your email is sensitive or you are breaking bad news, it's nearly always a good idea to state the main point of the email clearly and to clearly tell the audience what you want them to do. For an email, you should tell the reader why you are writing, provide supporting details, then tell the reader what to do.

Here are some tips for sending successful emails:

- Use appropriate salutations: Proper salutations should demonstrate respect and avoid mix-ups in case a message is accidentally sent to the wrong recipient. For example, use a salutation like "Dear Ms. X," (external) or "Hi, Barry," or "Dear Barry," (internal).
- Make subject lines clear: Subject lines should be clear, brief, and specific. This helps the recipient understand the essence of the message. For example, "Proposal attached" or "Your question of 10/25."
- Be brief: Omit unnecessary words.
- Use a clear format: Include line breaks between sentences or divide your message into brief paragraphs for ease of reading.
- Have one clear purpose: If you find yourself covering more than one topic in your email, you should consider sending multiple emails so that your reader does not miss important information.
- Test links: If you include a link, test it to make sure it works.
- Announce attachments: If you include attachments, don't forget to mention them in your message.

- Close with a signature: Identify yourself by creating a signature block that automatically contains your name and business contact information. It is becoming increasingly common for businesses to add First Nations Land Acknowledgements to their email signatures. It is important to find out from your organization if they use First Nations Land Acknowledgements and how to accurately include them in your signature.
- Reread, revise, and review: Catch and correct spelling and grammar mistakes before you press “send.” It will take more time and effort to undo the problems caused by a hasty, poorly written email than to get it right the first time.
- Reply promptly: Watch out for an emotional response—never reply in anger—but make a habit of replying to all emails within 24 hours, even if only to say that you will provide the requested information in 48 or 72 hours.
- Use “Reply All” sparingly: Do not send your reply to everyone who received the initial email unless your message absolutely needs to be read by the entire group.

Before hitting the *send* button, revise and proofread your email. Put yourself in your reader’s position and assess whether you’ve achieved the purpose you set out to achieve in the first place. Evaluate also if you’ve struck the appropriate tone and formality. After revising generally, **always proofread** an email. In any professional situation, but especially in important ones related to gaining and keeping employment, any typo or error related to spelling, grammar, or punctuation can cost you dearly. A poorly written email is insulting because it effectively says to the recipient: “You weren’t important enough for me to take the time to ensure that this email was properly written.” Worse, poor writing can cause miscommunication if it places the burden of interpretation on the reader to figure out what the writer meant to say if that’s not clear. If the recipient acts on misinterpretations and others base their actions on that action, you can soon find that even small errors can have damaging ripple effects that infuriate everyone involved.

# Writing Memos

A memo (or memorandum, meaning “reminder”) is normally used for communicating policies, procedures, or related official business **within** an organization. It is often written from a one-to-all perspective (like mass communication), broadcasting a message to an audience, rather than a one-on-one, interpersonal communication. It may also be used to update a team on activities for a given project or to inform a specific group within a company of an event, action, or observance.

Memos can be tricky because they often communicate to multiple audiences who have different levels of knowledge about the context. For example, if you are communicating a new company policy, different types of employees will want to know exactly how the policy impacts them.

## Common Memo Writing Situations

Memos are used in a variety of workplace communication situations, from documentation of procedures and policies to simple announcements. Below are some common types of memos:

- Policies (changes and new)
- Instructions
- Procedures
- Announcements
- Trip reports

## Format

Memos are distinguished by a header that includes DATE, TO, FROM, and SUBJECT lines. Other lines, such as CC or BCC, may be added as needed. An RE (“Reference”) line may be used instead of SUBJECT, but this use is becoming rarer as “RE” is often mistaken as “Reply” because of its use in email.

- **DATE:** List the date on which the memo is distributed.
- **TO:** List the names of the recipients of the memo. If there are several recipients, it’s acceptable to use a group name, such as “All Employees” or “Personnel Committee Members.”
- **FROM:** List the name and job title of the writer(s).

- **SUBJECT:** Think of the SUBJECT line as the title for the memo. Make it specific so that readers can immediately identify the topic.

These headings may be double- or single-spaced, and the SUBJECT line is sometimes written in all capital letters. Furthermore, the order of the items can vary. Many organizations have their own style preferences on these issues. If not, the order listed above, double-spaced, is the most common. The text of memos typically uses block format, with single-spaced lines, an extra space between paragraphs, and no indentions for new paragraphs.

## Organization

Professional memos are organized according to one of two strategies: Direct and indirect.

- The *direct* organization strategy presents the purpose of the document in the first paragraph (sometimes the first sentence) and provides supporting details in the body.
- The *indirect* organization strategy opens with relevant, attention-getting details that do not directly state the purpose of the document. The purpose is revealed in the body of the message, usually sandwiched between supporting details.

The direct approach is used for good news or routine communication; the indirect approach is used for persuasive, sales, or bad news messages. A directly stated purpose is welcome in good news or routine messages but could be viewed as abrupt or insensitive in a bad news or persuasive message. When the audience is not receptive to the message, it is best to lead up to the purpose gradually.

Direct Strategy	Indirect Strategy
used for good news or routine communication	used for negative, persuasive, or sales message
audience is receptive or neutral	audience is not receptive or needs convincing
writer arrives at purpose quickly, sometimes in the first sentence	writer includes a buffer and gradually builds up to the purpose, which is stated in the body

Figure 6.2 | Direct vs Indirect Strategy

In both types of organization, action information (such as deadlines or contact information) or a courteous closing statement is placed in the last paragraph.

Figure 6.3 provides an example of a direct memo.

#### **Memorandum**

**Date: March 18, 2019**

**To: Department Managers**

**From: Safiyya Dev, Store Manager**

**Subject: Customer Service Excellence Nominations**

**Please submit your nominations for the quarterly Customer Service Excellence Award by April 8. Help us identify great employees!**

**Do you have an employee who you feel fortunate to have in your department? Does this employee show a positive and professional attitude when helping customers? Do you get frequent comments about this person's friendliness and helpfulness? Now, you have an opportunity to give this employee the recognition they deserve.**

**According to the nomination criteria, nominees must:**

**demonstrate excellent customer service consistent with Variety Craft Supplies' policies;  
have worked at Variety Craft Supplies for at least six months;  
work 20 or more hours per week;  
not have received the Customer Service Excellent Award within the last year; and  
have a record clear of oral and written warnings for the last six months.**

**The winner of the award will receive a framed certificate and a \$100 check.**

**A nominating form is attached. Please complete and return it to me by Monday, April 8. Thank you for your help in identifying and rewarding excellent customer service representatives.**

Figure 6.3 | Sample Direct Memo

As you can see, this memo has a direct and concise opening that states the purpose of the memo. The body paragraph provides the award criteria, which will help managers follow through on the request. The conclusion provides action information, a deadline and a courteous closing message. We can contrast this organization to Figure 6.4

below.

## **Memorandum**

**Date:** Feb. 25, 2019

**To:** All Employees

**From:** Jaspreet Kaur, Operations Manager

**Subject:** Change in Operating Hours

Our call centre has been experimenting with a half-day Friday work schedule over the last year, and we've recently conducted an evaluation to determine how well the program is working.

When a client calls to order their diabetic supplies on Friday afternoon, our messaging system directs them to complete their order on our company website. While many customers are willing and able to do this, many do not have Internet access (hence the reason for their call in the first place). Their only other option is to wait until Monday to place the order, and if a customer is already low on supplies, this may be untenable. Customers who are calling with questions or to resolve issues with an order must also wait for Monday.

We have received positive comments, especially from our West Coast customers, about the extended hours we are open in the evening. We have determined that to continue to offer quality service, we must also reinstate working on Friday afternoons.

However, that does not mean that we cannot continue to offer employees some scheduling perks. In fact, the addition of later hours Monday through Thursday provides us with more leeway in scheduling employees.

We will have a staff meeting on Monday, March 4 at 8:00 a.m. to discuss new scheduling procedures. To the extent possible, we wish to accommodate employees' preferences in scheduling, so it is important to attend this meeting to have your voice heard.