

Memo

memorandum (memoranda): hard-copy correspondence written within the company

- ✧ audience: internal
- ✧ purpose: to inform, to request information, to persuade, to deliver news, or to confirm, etc.
Uses of Memos (P396)
- ✧ medium: printed or e-mail
- ✧ format: an organized, concise format; usually 1 page (2 pages at most)

Structure & Layout (P397)

- ✧ **Company Letterhead**
- ✧ **Memo Head** (Identification lines/Subject line should be specific)
- ✧ **Opening**
 - Introduction (clear statement of purpose)
 - Summary (main idea; request for doing sth.)
 - Context and problem: background / topic, helping readers get oriented to the document's purpose and scope.
 - Purpose statement: giving reasons for writing the memo and forecasting what is in the rest of the memo (why they should continue reading)
- ✧ **Discussion** (details about the message)
 - The argument supporting your ideas: analysis, details, explanation
 - 1. Utilize effective organizational strategies to guide readers: subheadings; bulleted lists; topic sentences; visuals-charts
 - 2. Make it CONCISE
 - 3. Begin with the key information -- from the most general to specific
 - 4. Be reader-friendly
 - 5. List the points (parallel in grammatical form)
- ✧ **Closing**
 - Complimentary remarks: motivating readers
 - Directive statements: recommendation / requirement (statement of what the reader should do next)
- ✧ **Signature**
- ✧ **Attachments** (optional)
 - Attached: List of absentees on 28, Nov., 2017*
- ✧ **Distribution / Cc** (optional)
 - Distribution: All teaching faculty of the school*

TIPS (P401)

- ✧ a specific subject line
- ✧ a clear statement of purpose
- ✧ a brief summary
- ✧ informative headings
- ✧ a prominent recommendation

Action Items:

I would appreciate it if you would work on the following tasks and have your results ready for the meeting on Monday, June 9.

- Henderson: recalculate the flow rate.
- Smith: set up meeting with the regional EPA representative for some-time during the week of May 13.
- Falvey: ask Armitra in Houston for his advice.

Sample Memo

 <h1>Dynacol Corporation</h1> <p>INTEROFFICE COMMUNICATION</p> <p>To: G. Granby, R&D From: P. Rabin, Technical Services <i>PR</i> Subject: Trip Report—Computer Dynamics, Inc. Date: September 21, 2015</p> <p>The purpose of this memo is to present my impressions of the Computer Dynamics technical seminar of September 19. The goal of the seminar was to introduce their new PQ-500 line of high-capacity storage drives.</p> <p>Summary In general, I was impressed with the technical capabilities and interface of the drives. Of the two models in the 500 series, I think we ought to consider the external drives, not the internal ones. I'd like to talk to you about this issue when you have a chance.</p> <p>Discussion Computer Dynamics offers two models in its 500 series: an internal drive and an external drive. Both models have the same capacity (1T of storage), and they both work the same way: they extend the storage capacity of a server by integrating an optical disk library into the file system. The concept is that they move files between the server's faster, but limited-capacity, storage devices (hard disks) and its slower, high-capacity storage devices (magneto-optical disks). This process, which they call data migration and demigration, is transparent to the user.</p> <p>For the system administrator, integrating either of the models would require no more than one hour. The external model would be truly portable; the user would not need to install any drivers, as long as his or her device is docked on our network. The system administrator would push the necessary drivers onto all the networked devices without the user having to do anything.</p> <p>Although the internal drive is convenient—it is already configured for the computer—I think we should consider only the external drive. Because so many of our employees do teleconferencing, the advantage of portability outweighs the disadvantage of inconvenience. The tech rep from Computer Dynamics walked me through the process of configuring both models. A second advantage of the external drive is that it can be salvaged easily when we take a computer out of service.</p> <p>Recommendation I'd like to talk to you, when you get a chance, about negotiating with Computer Dynamics for a quantity discount. I think we should ask McKinley and Rossiter to participate in the discussion. Give me a call (x3442) and we'll talk.</p>	<p>The subject line is specific: the reader can tell at a glance that the memo reports on a trip to Computer Dynamics, Inc. If the subject line read only "Computer Dynamics, Inc.," the reader would not know what the writer was going to discuss about that company.</p> <p>The memo begins with a clear statement of purpose, as discussed in Ch. 5, p. 108.</p> <p>Note that the writer has provided a summary, even though the memo is less than a page. The summary gives the writer an opportunity to convey his main request: he would like to meet with the reader.</p> <p>The main section of the memo is the discussion, which conveys the detailed version of the writer's message. Often the discussion begins with the background: the facts that readers will need to know to understand the memo. In this case, the background consists of a two-paragraph discussion of the two models in the company's 500 series. Presumably, the reader already knows why the writer went on the trip.</p> <p>Note that the writer ends this discussion with a conclusion, or statement of the meaning of the facts. In this case, the writer's conclusion is that the company should consider only the external drive.</p> <p>A recommendation is the writer's statement of what he would like the reader to do next. In this case, the writer would like to sit down with the reader to discuss how to proceed.</p>
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FIGURE 14.11 Sample Memo

TO: (readers' names, job titles)

FROM: (your name, job title)

DATE: (complete, current date)

SUBJECT: (specific & concise, highlighted)

Heading signals shift in topic

being short and clear; clarifying the content of the segment; showing the structure and focuses

Summary: Main request

Discussion: detailed version of the message: facts, problems, concerns, supporting details, conclusion, etc.

Recommendation: what to do next -- Action Items

XXX COMPANY

Interoffice Memorandum / Memo

Date: 3, Nov., 2020

To:

From:

Subject: Preparation for Sales Conference on 10, Nov., 2021

Market research and analysis show that our sales of XXX has been experiencing declines in recent 6 months. The sales meeting held on 10, Nov., 2021 will discuss design improvement and new marketing strategy. Each department needs to submit a proposal at the meeting.

Findings from surveys have made it apparent that we need to update both our design and marketing strategy to align them with the need of the market. Each department needs to prepare a proposal according to the attached SALES ANALYSIS REPORT .

- Sales department: plan for establishing new sales network
- Market department: new marketing plan for the fourth season
- Advertising department: proposal for Internet advertising
- R&D: design improvement proposal

Jenny Spencer

GM Office

Attachment: SALES ANALYSIS REPORT

CC: Harley Green, GM

The format of a memo: block format

- A. single spaced
- B. left justified (flush left)
- C. Skip a line between sentences to show new paragraphs (instead of using indentations)
- D. No indents for paragraph.

Be concise and easy to read: to use headings and lists to help the readers pinpoint certain information.