



BUSINESS MESSAGES

ADAPTING TO YOUR AUDIENCE

PLANNING



WRITING



COMPLETING

BEING SENSITIVE TO YOUR AUDIENCE NEEDS:

Using the “You” Attitude

Instead of this:

To help **us** process this order, **we** must ask for another copy of the requisition.

Write this:

So that **your** order can be filled promptly, please send another copy of the requisition.

BEING SENSITIVE TO YOUR AUDIENCE NEEDS: Using the “You” Attitude

Instead of this:

We are pleased to announce a new flight from Delhi to Trichy, which is every hour

Write this:

Now **you** can take a Jet Airways flight from Delhi to Trichy every hour

MAINTAINING STANDARDS OF ETIQUETTE:

Instead of this:

Once again, **you've** managed to bring down the website through your incompetent programming.

Write this:

Let's review the last website update so that **we** can identify potential problems before the next update.

MAINTAINING STANDARDS OF ETIQUETTE:

Instead of this:

You have been sitting in our order for two weeks, and we need it now!

Write this:

Our production schedules depend on timely delivery of parts and supplies, but **we have not** yet received the order you promised to deliver two weeks ago. Please respond today with a **firm delivery commitment**.

EMPHASIZING THE POSITIVE

Instead of this:

It is **not** possible to repair your laptop today.

Write this:

Your laptop **can be** ready by Tuesday. Would you like a loaner until then?

EMPHASIZING THE POSITIVE

Instead of this:

We wasted Rs. 3,00,000 advertising in that magazine.

Write this:

Our Rs. 3,00,000 advertising investment **did not pay off**; let's analyse the experience and apply the insights to future campaigns.

EMPHASISING THE POSITIVE

Instead of this:

We will notify all three credit reporting agencies if you do not pay your overdue bill within 10 days.

Write this:

Paying your overdue bill within 10 days will prevent a negative entry on your credit record.

USING BIAS FREE LANGUAGE:

- **GENDER BIAS**
- **RACIAL AND ETHNIC BIAS**
- **AGE BIAS**
- **DISABILITY BIAS**

ESTABLISHING YOUR CREDIBILITY:

- **HONESTY**
- **OBJECTIVITY**
- **AWARENESS OF AUDIENCE NEEDS**
- **CREDENTIALS, KNOWLEDGE & EXPERTISE**

ESTABLISHING YOUR CREDIBILITY:

- **ENDORSEMENTS**
- **PERFORMANCE**
- **CONFIDENCE**
- **SINCERITY**

CONTROLLING YOUR STYLE AND TONE: CREATING A CONVERSATIONAL TONE

- **AVOID OBSOLETE AND POMPOUS LANGUAGE**
- **AVOID PREACHING AND BRAGGING**
- **BE CAREFUL WITH INTIMACY**
- **BE CAREFUL WITH HUMOUR**

FORMAL CONVERSATION

Dear Ms. Navarro,

Most sincerely yours,

CONVERSATIONAL

Dear Ms. Navarro,

Sincerely,

INFORMAL

Hi Stephen,

.....

.....

Take care,

.....

FORMAL

-----,

Enclosed please find the information that was requested during our telephone communication of May 14. As was mentioned at that time, XYZ Hospital has significantly more doctors of exceptional quality than any other health facility in state.

CONVERSATIONAL

-----,

Here is the information you requested during our phone conversation on Friday. As I mentioned, XYZ Hospital has the best doctors and more of them than any other hospital in the state.

-----,

INFORMAL

-----,

Hope all is well. Just sending along the information you asked for. As I said on Friday, XYZ Hospital has more and better doctors in the state than any other hospital.

-----,

FORMAL

-----,

As you were also informed, our organisation has quite an impressive network of doctors and other health-care professionals with offices located throughout the state. In the event that you should need a specialist, our professionals will be able to make an appropriate recommendation.

-----,

CONVERSATIONAL

-----,

In addition, we have a vast network of doctors and other health professionals with offices throughout the state. If you need a specialist, they can refer you to the right one.

-----,

INFORMAL

-----,

We also have a large group of doctors and other health professionals with offices close to you at work or at home. Need a specialist? They'll refer you to the right one.

-----,

FORMAL

-----,

In the event that you have questions or would like additional information, you may certainly contact me during regular business hours.

-----,

CONVERSATIONAL

-----,

**If you would like more information, please call
any time between 9.00 and 5.00, Monday through
Friday.**

-----,

INFORMAL

-----,

Just give me a ring if you want to know more. Any time from 9.00 to 5.00 should be fine.

-----,

USING PLAIN ENGLISH:

We continually exist to synergistically supply value-added deliverables such that we may continue to proactively maintain enterprise-wide data to stay competitive in tomorrow's world.

SELECTING ACTIVE OR PASSIVE VOICE

- Active voice makes the writing more direct, livelier and easier.
- Passive voice makes the writing cumbersome, lengthy and vague.

USE PASSIVE VOICE :

- When you want to be diplomatic about pointing out **a problem** or an error of some kind.
- When you want to point out what's being done without taking or attributing either the **credit or blame**
- When you want to avoid personal pronouns (I & we) in order to create an **objective tone**
- To soften **bad news**
- To put **yourself** in the background

CHOOSING ACTIVE OR PASSIVE VOICE

Dull and Indirect Passive Voice:

The new procedure was developed by the operations team.

Lively and Direct Active Voice:

The operations team developed the new procedure.

Dull and Indirect Passive Voice:

Legal problems are created by this contract.

Lively and Direct Active Voice:

This contract creates legal problems.

CHOOSING ACTIVE OR PASSIVE VOICE

Dull and Indirect Passive Voice:

Reception preparations have been undertaken by our PR people for the new CEO's arrival.

Lively and Direct Active Voice:

Our PR people have begun planning a reception for the new CEO.

CHOOSING ACTIVE OR PASSIVE VOICE

Accusatory or Self – Congratulatory in Active Voice:

You lost the shipment.

More Diplomatic in Passive Voice:

The shipment was lost.

Accusatory or Self – Congratulatory in Active Voice:

I recruited seven engineers last month.

More Diplomatic in Passive Voice:

Seven engineers were recruited last month.

CHOOSING ACTIVE OR PASSIVE VOICE

Accusatory or Self – Congratulatory in Active Voice:

We are investigating the high rate of failures on the final assembly line.

More Diplomatic in Passive Voice:

The high rate of failures on the final assembly line is being investigated.

FINDING WORDS THAT COMMUNICATE WELL:

- Choose powerful words.
- Choose familiar words.
- Avoid clichés and use buzzwords carefully.
- Use technical & professional words with care.



ART OF SAYING NO

WHAT WOULD YOU DO?

- **Someone proposes you & you want to decline.**
- **Your professor asks to submit the assignment and you want few more days to complete it.**
- **You are late and you want to be marked present.**

EMPHASISING THE POSITIVE

Instead of this:

Cheap merchandise

Failing

Fake

Write this:

Economy merchandise

Underperforming

Limitation

FINDING WORDS THAT COMMUNICATE WITH POWER:

Unfamiliar Words:

- Ascertain
- Consummate
- Peruse

Familiar Words:

Find out, learn

Close, bring about

Read, study

FINDING WORDS THAT COMMUNICATE WITH POWER:

Clichés and Buzzwords:

- An uphill battle
- Writing on the wall
- Call the shots

Plain Language:

A challenge

Prediction

Be in charge

FINDING WORDS THAT COMMUNICATE WITH POWER:

Clichés and Buzzwords:

- Take by storm
- Cost an arm and a leg
- A new ball game

Plain Language:

Attack

Expensive

Fresh start

FINDING WORDS THAT COMMUNICATE WITH POWER:

Clichés and Buzzwords:

- Fall through the cracks
- Think outside the box
- Run it up the flagpole

Plain Language:

Be overlooked

Be creative

- Find out what people think about it

FINDING WORDS THAT COMMUNICATE WITH POWER:

Clichés and Buzzwords:

- Eat our own dog food
- Mission critical
- Disintermediate

Plain Language:

Use our own products

Vital

Get rid of

FINDING WORDS THAT COMMUNICATE WITH POWER:

Weak Phrases:

- Wealthy businessperson
- Growth Cycle
- Hard times

Stronger Alternatives:

Tycoon

Economic boom

Slump