

# Communications from the Corner Office

How to Write Like A Boss

A “Write Place” Workshop

# Professional Communication

- What does professional communication mean to you?
- Why is it important?

Knowing how to effectively use professional communications is a vital skill that can set you apart in the workforce. Effective communication can improve efficiency, help to close deals, and ultimately make you a huge value asset to any company.

# Is your communication effective?

From: Tricia Marcus  
To: Allison Brown  
Subject: Today's Meeting  
Hey Allison!

I am looking forward to seeing you today for our meeting. I've attached the materials needed for our discussion. Let me know if you have any questions.

Regards,  
Tricia Marcus  
*Marketer Extraordinaire*  
[hotpartychick@triciamarketing.com](mailto:hotpartychick@triciamarketing.com)  
(555) 545-5656

"Be so good they can't ignore you." – Steve Martin

Send	To...	joan.smith@company.com
Account ▾	Cc...	
	Bcc...	
Subject:		Thank You - Assistant Account Executive Interview

Dear Ms. Smith,

It was very enjoyable to speak with you today about the assistant account executive position at the Smith Agency.

The job seems to be an excellent match for my skills and interests. The creative approach to account management that you described confirmed my desire to work with you.

In addition to my enthusiasm, I will bring to the position strong writing skills, assertiveness, and the ability to encourage others to work cooperatively with the department.

I appreciate the time you took to interview me. I am very interested in working for you and look forward to hearing from you regarding this position.

Sincerely,

Jane Jones

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Jane Jones  
janejones@gmail.com  
(555) 555-5555

A bad business email is one that is too long, too vague or contains impolite or abusive language. Bad writing wastes time and money.

# Is your communication effective?

**From:** sexybeast@gmail.com  
**To:** rcarey@gmail.com  
**CC:** everyoneincreation@gmail.com  
**Subject:** URGENT BUSINESS MATTER!!!

**Good afternoon, Mr. Carey:**

I am writing to you today to introduce myself. I am an ad specialty sales rep here in your area. I have worked with other businesses in the community and feel I can be of service to you as well.

BTW: I have been in the business for 25 years. Please contact me if you have any upcoming events or promotions.

Regards,  
John Jones, account exec  
ABC Sales

IBM Corporation  
4400 Silicon Drive  
Research Triangle Park, NC 27709

September 28, 1999

Mrs. Mary McGoon  
1401 Main Street  
Anytown, NC 34829

Subject: "Intro to XML" CD

Dear Mary,

It was a pleasure to meet you at XML World '99 in Ottawa recently. As promised, I'm enclosing a copy of the "Intro to XML" tutorial CD. I apologize that we were out of CDs when you stopped by our booth.

Please let me know if you have any comments on the tutorial, or if you have suggestions for future topics. Over the next few months, we'll be adding new tutorials to the developerWorks web site ([www.ibm.com/developerWorks](http://www.ibm.com/developerWorks)). We'd really like your feedback!

Sincerely,

Doug Tidwell  
Senior Programmer

Enclosure: CD-ROM  
cc: Dirk Nicol  
cc: Leah Ketring

An effective business email is brief, clear and has a good subject line. It is typically no more than half a page long and is well-organized. Be sure to your message is clear, complete, correct, saves the reader's time, and builds goodwill.

# Professional Email Guidelines

1. Include a one or two word topic in the subject line. It helps the reader know what the email is all about.
2. Always include a greeting (Dear) and a closing (Sincerely). Always!
3. Use business language, always spell check, reread and do not use abbreviations.
4. Use formatting just as you would a business letter.
5. Do not ever use ALL CAPS. ALL CAPS MEANS YOU ARE SCREAMING AT THE OTHER PERSON.
6. Jokes, witty remarks and sarcasm do not translate in email. This can get you into really, difficult situations.
7. Complaining and gossiping have no place in email.
8. Keep the communication short and concise.
9. The use of emoticons should only be used between really great friends.
10. Reread before hitting send.
11. If you can walk around the office and talk to someone, send the email later. Get up and talk to a colleague. Send an email when there is factual information they may need
12. Never forward a forward

# Professional Writing with a Purpose

Is there a difference between writing for school and writing for work?

Business communication should be clear and concise. As such you should consider 4 factors when writing professional communications:

- Purpose
- Audience
- Organization
- Style

# Purpose

Messages in organizations have one or more of ***three basic purposes***: to Inform, to Request or Persuade, and to Build Goodwill.

- When you build goodwill, you create a good image of yourself and of your organization – the kind of image that makes people want to do business with you.

## Example

**School** -> The purpose is to show you learned course material or to demonstrate intelligence.

**Business** -> Meet organizational need.

# Audience

The audience for business communication include people both inside and outside the organization. Real audiences pay attention to messages only if they seem important, relevant, and interesting.

## Example

**School** -> Although information may be new to you most professors already have saw and understand the material you may be communicating about.

**Business** -> Information you are sending in business is usually new to your reader.



# Organization

Business communication is organized to meet the psychological needs of the reader. Business communication is friendly, not formal. Short words and a mix of sentences and paragraph lengths are best.

## Example

**School** -> School writing often follows traditional essay form, with thesis statement followed by paragraphs of evidence and so on. It is formal and big words and sentences are often rewarded.

**Business** -> Business people want to skim documents therefore the main point is often up front and the message is conveyed in the most concise way.

# Style

Business writers are expected to choose the most effective way to convey information. This is not limited to just text when sending business communications.

## Example

**School** -> Except for math, construction, engineering, very few classes expect writing to contain anything other than words.

**Business** -> Even a one page memo may contain a table, graph, or other visuals.

# Ineffective messages don't get results!

Whatever the literal content or the words, every letter, memo, and report serves to either enhance or damage the image the reader has of the writer.

# Questions?

Thank you! Please take our survey and  
tell us how we did!



<https://www.surveymonkey.com/r/KGHX8CN>