



E-LEARNING

Level 3



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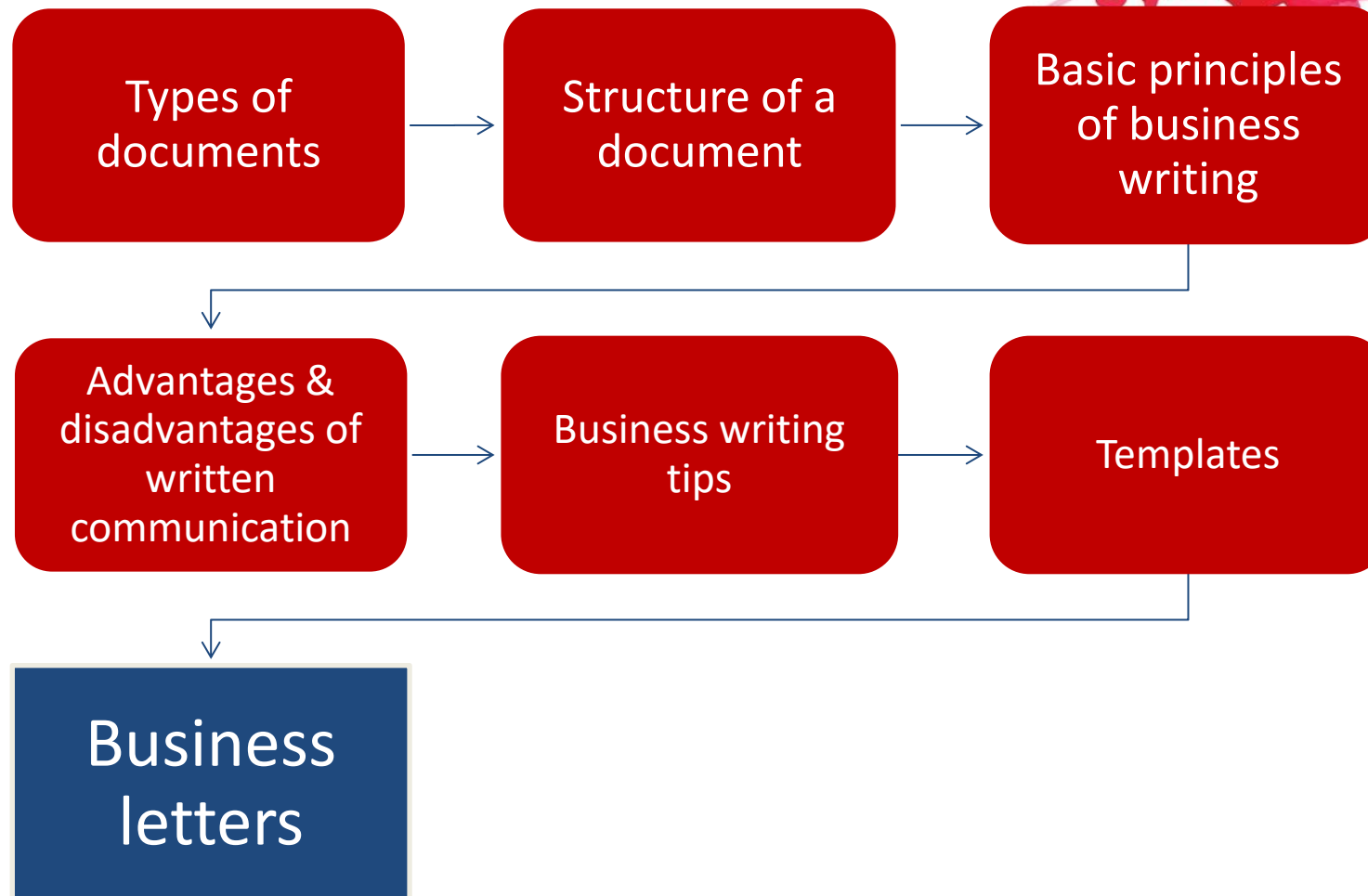
WA 4: Written communication

3.4 Use written communication skills to produce routine and non-routine documents – Report writing: Part A

- LO3.13: Demonstrate the ability to recall the main principles of effective forms of written communication and demonstrate competence in applying these principles in a clear and effective way in order to produce simple routine documents
- LO3.14: Demonstrate the ability to produce a variety of routine business documents (based on predefined templates)
- LO3.15: Demonstrate the ability to communicate in writing in the business environment (use business terms, avoid jargon etc.)



Route Map



Different types of documents



Agenda



Minutes



Fax



Report



Emails



Letter



There are several types of documents:

- Mail
- Email
- Fax
- Minutes
- Websites
- Ads
- Contracts
- Newsletters

- Press releases
- Notes
- SMS
- Letter of Interest/ Motivation
- Letter of Complaint
- Thank you Letter
- Report

Several types of documents

Minutes

The instant written record of a meeting or hearing. They typically describe the events and discussions of the meeting.

Notes

A simple explanation of tasks, etc.

SMS

Short Message Service (SMS) is a text messaging service component of phone, web, or mobile communication systems, using standardized communications protocols.

Several types of documents

Letters

- Letter of Interest/Motivation
A letter of interest is usually sent to prospective employers to express interest for a career in the organisation. It may also be a letter sent by a prospective client expressing interest in a specific service or product.
- Letter of Complaint
 - a) Complaint letters are an effective way of expressing your dissatisfaction about a service, a product, etc.
 - b) They are better than a verbal complaint as the written word always yields more power than a verbal one.

Thank you letter

- A thank you letter is an effective way of expressing a positive attitude to the costumer, both internal and external
- A Thank you letter can be:
 - A birthday card
 - A Christmas card
 - A letter after an interview in which you want to express your enthusiasm.

Several types of documents

Fax

- The traditional way of sending documents quickly and efficient until recently.
- Gradually replaced by email.

Memo

- It is a professional note that is usually being used as a way of formal in-company communication. Memos facilitate recordings of events or observations on a topic, or communicating rules and regulations in the in-company environment.

Several types of documents

Reports

- Present focused, salient content to a specific audience.
- Often used to display the result of an experiment, investigation, or inquiry.
- The audience may be public or private, an individual or the public in general.
- Used in government, business, education, science, and other fields.
- Different kinds of reports:
 - Economic and Financial (Tables, Graphs, etc.).
 - Dossiers (Pictures, etc.).
 - Performance Management related.

Methodological Tool I



E-EUPA_LO_3.13_M_002
Understanding Document Types

Structure of a document

Text structure refers to the ways that authors organize information in text.

1. Introduction

2. Main Subject

3. Epilogue/ Conclusions

Structure of a document

Introduction:

- the first paragraph(s) of a written research paper, or the first thing you say in an oral presentation
- In written communication, the introduction:
 1. captures your audience's attention.
 2. gives background on your topic.
 3. develops interest in your topic.
 4. guides your reader to your document

Structure of a document

Main Body:

- In the main body of a document you present the arguments for the subject you are covering.
- Depending on the type of the document you may present data or information to support your arguments.
- Depending on the type of document, you may express your beliefs and feelings.
- In the main subject you will find the whole idea of the document.

Epilogue/ Conclusions

- Usually a shorter section of texts which serves two functions:
 1. to summarise and bring together the main areas covered in the writing, which might be called "looking back" and
 2. to give a final comment or judgement on this. The final comment may also include making suggestions for improvement and speculating on future directions.

A well written document

A well- written document is
like good music - it has the
right rhythm.

Basic Principles of business writing

Things to think about before you start

- Who the information is for.
- What they need to know.

Words

- Simple words.
- No more than one idea in a sentence.
- Concrete ideas.
- Use I, we, you.
- Use the present tense.
- Don't use jargon, or long and difficult words.
- If you must use a difficult word, explain what it means.

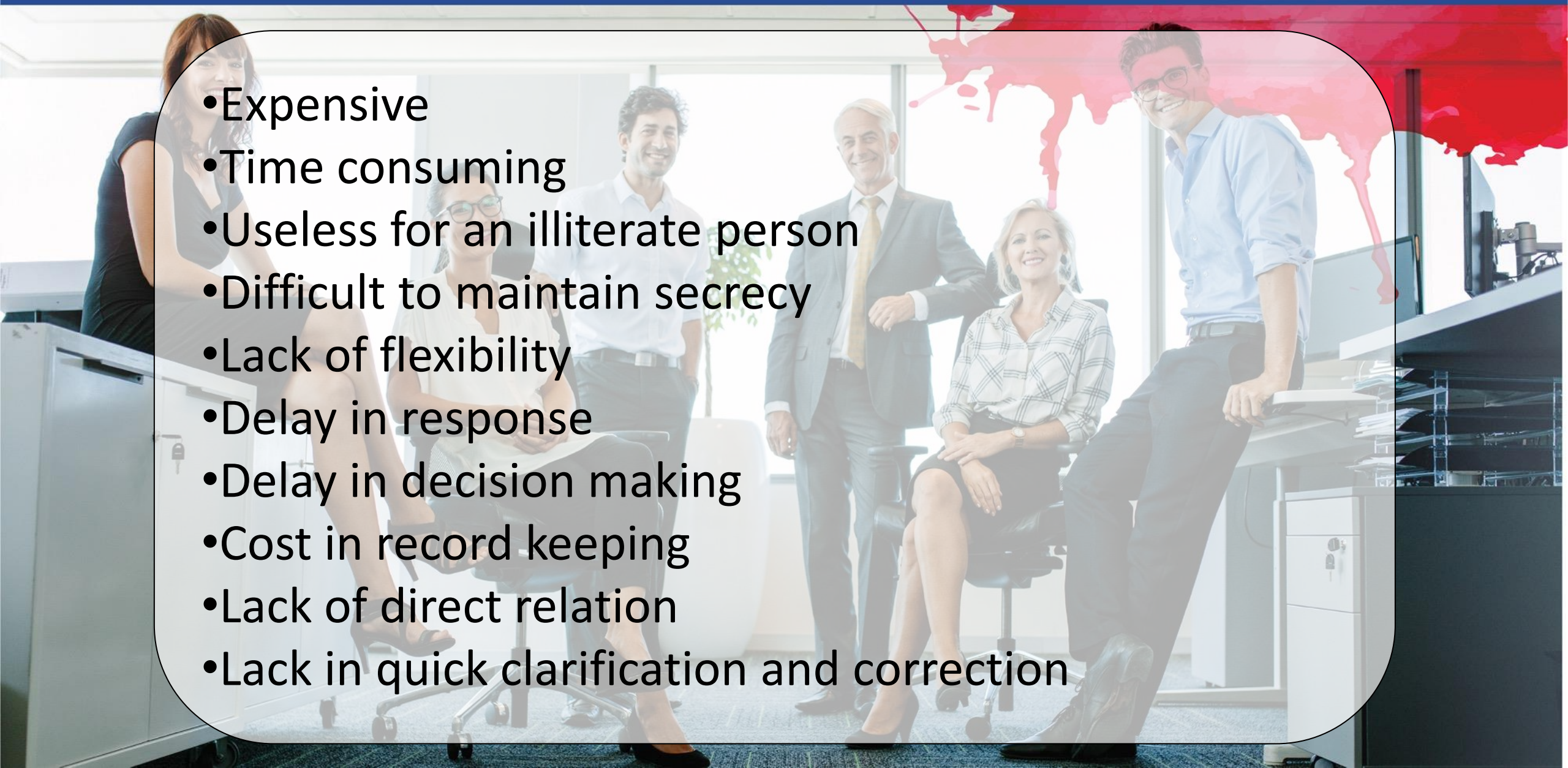
Advantages of written communication

- Easy to read.
- Visually appealing.
- Knowledge of subject.
- Respect to the reader.
- Techniques for handling large sets of data easily.
- Appropriate tone and words
- Who is the receiver? How formal/informal the document should be?

Advantages of written communication

- Easy to preserve
- Easy presentation of complex matter
- Permanent record
- Prevention of wastage of time and money
- Reference usage
- Effective communication
- Proper information
- Less distortion possibility

Disadvantages of written communication

- 
- Expensive
 - Time consuming
 - Useless for an illiterate person
 - Difficult to maintain secrecy
 - Lack of flexibility
 - Delay in response
 - Delay in decision making
 - Cost in record keeping
 - Lack of direct relation
 - Lack in quick clarification and correction

Making a document easy to read

Easy to read

- To make a document easy to read means that one needs to provide written information which are easier to understand. Documents which are easy to read have short, simple sentences and often use pictures.
- An easily readable document includes:
 - A clear structure.
 - Presenting information in an effective way.
 - Explaining to the reader what you mean.
 - Using simple words.
 - Using pictures if appropriate.

Always ask yourself why the reader should care to read the document, before writing the information.

Making a document visually appealing

- Use headings
- Use headers and footers.
- Pay attention to the fonts.
- Bold, Italics, Underline: Remember – when emphasising a particular word throughout the same document, **try to be consistent** in choosing either italics or underlines, and avoid using both for the same purpose within the same document.

Making a document visually appealing

- Pay attention to justification (left, right, centered).
- Use Lists.
- Use numbered lists, for example:
 1. Get in the car.
 2. Go to the store.
 3. Put your groceries in the trolley.
 4. Run away without paying for them.
 5. Just kidding. Always pay for your groceries.

Knowledge of the subject

- Be exact and accurate in your writing.
- You should always do your research regarding the written topic.

i.e. You work for a local newspaper as a PA and you have to find writers that are experts in the issue of corporate social responsibility.

- The best way to accomplish your task is to become familiar with the topic.
- An easy way to start is to Google the meaning of corporate social responsibility.

Respect the reader

Be aware of your audience and respect their limits.

Try to understand their:

- Needs.
- Background.

i.e. You are writing a Christmas Card for your CEO who is much older than you.

In this case, your writing should be polite and formal.

Use different techniques to present different types of information

Normal document

To express ideas or feelings
or arguments.

Sometimes you only need a
few words to express big
feelings.



Use different techniques to present different types of information

Tables

A good method of displaying data

	2012	2013	2014
Revenue	\$ 87,664,995	\$ 97,623,968	\$112,404,011
Employee	\$ 24,538,210	\$ 27,033,254	\$ 30,443,058
Operating lease	\$ 6,282,444	\$ 7,870,439	\$ 8,846,096
Utilities	\$ 2,966,408	\$ 3,362,529	\$ 3,506,816
Raw materials	\$ 35,888,018	\$ 37,970,315	\$ 42,697,103
Profit after tax	\$ 7,650,881	\$ 9,545,691	\$ 13,777,555
Current liabilities	\$ 13,671,383	\$ 16,466,529	\$ 18,022,994
Non current L	\$ 1,248,815	\$ 1,396,850	\$ 968,634
Total liabilities	\$ 14,920,198	\$ 17,863,379	\$ 18,991,628
Current assets	\$ 35,683,730	\$ 44,883,539	\$ 57,590,345
Non current A	\$ 11,469,076	\$ 12,667,007	\$ 13,419,204
Total assets	\$ 47,152,806	\$ 57,550,546	\$ 71,009,549
ROE	23.74	24.05	26.49
Profit/Revenue	8.73%	9.78%	12.26%
Revenue/Assets	1.86	1.70	1.58
Assets/Equities	1.46	1.45	1.37
C bank borrowings	\$ 106,488	\$ 110,943	\$ 116,412
NC bank borrowings	\$ 870,178	\$ 771,599	\$ 674,582
Total bank borrowings	\$ 976,666	\$ 882,542	\$ 790,994
Net cash from ops	\$ 10,121,169	\$ 12,859,340	\$ 16,330,112
PPE investments	\$ (5,628,006)	\$ (2,702,475)	\$ (3,558,494)
FCF	\$ 4,493,163	\$ 10,156,865	\$ 12,771,618
FCF/equity	13.9%	25.6%	24.6%
FCF/revenue	5.1%	10.4%	11.4%

€ (mil)	2007	2008	2009
Gross revenue/sales	17,542	17,063	17,473
Operating/trading income	2,568	3,449	2,578
Net income	1,948	2,656	1,792
Shareholders' equity	11,560	13,619	13,598
Long-term debt	2,507	2,583	2,742
Market capitalisation	36,330	59,759	45,609
Employees (number)	67,662	63,358	64,643

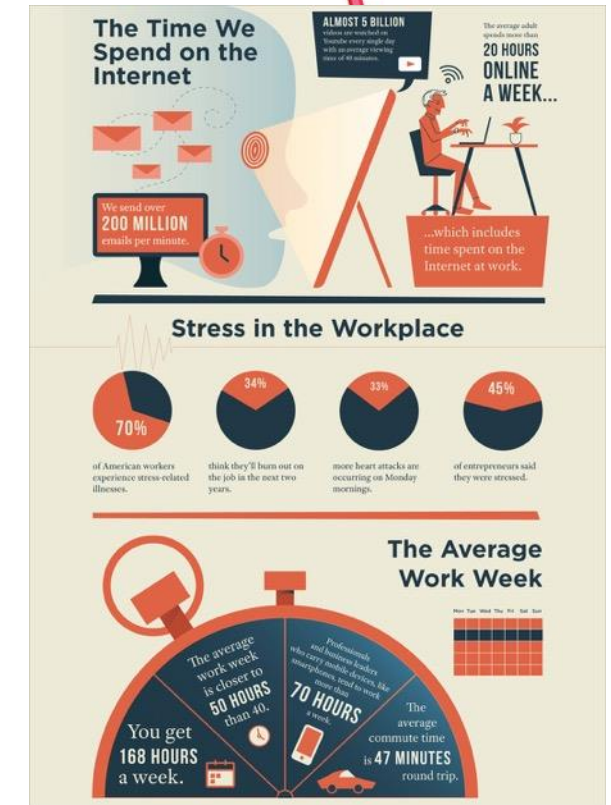
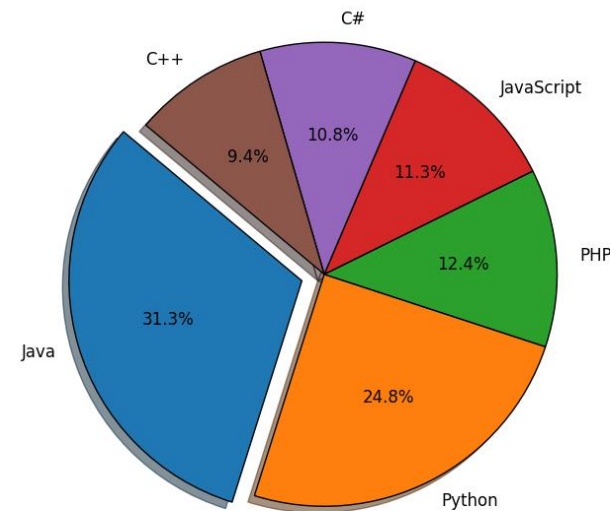
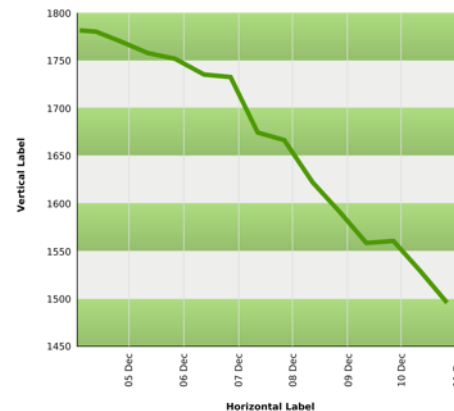
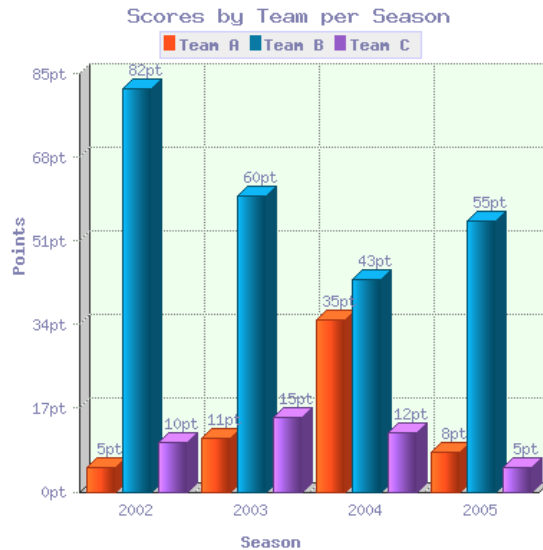
Who we represent ?	
To whom?	
Our strength?	
Customer needs?	
Loyal customer?	
How we can keep the customer satisfied ?	

Use different techniques to present different types of information

Graphs/Charts/Inforgraphics

Especially when dealing with large amounts of data analysis:

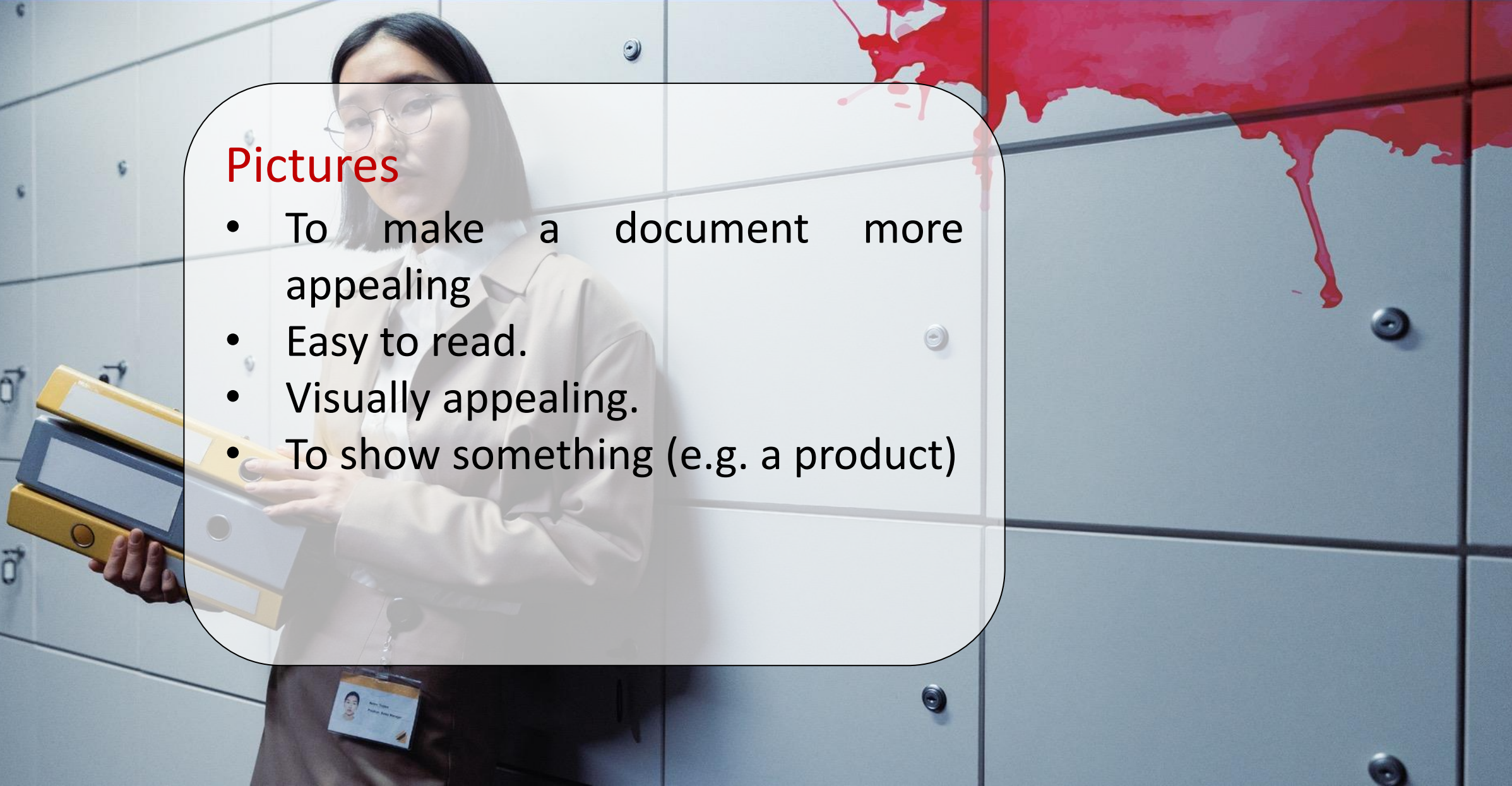
- Easy to read.
- Visually appealing.
- Handle large data sets easily using keyed icons.



Use different techniques to present different types of information

Pictures

- To make a document more appealing
- Easy to read.
- Visually appealing.
- To show something (e.g. a product)



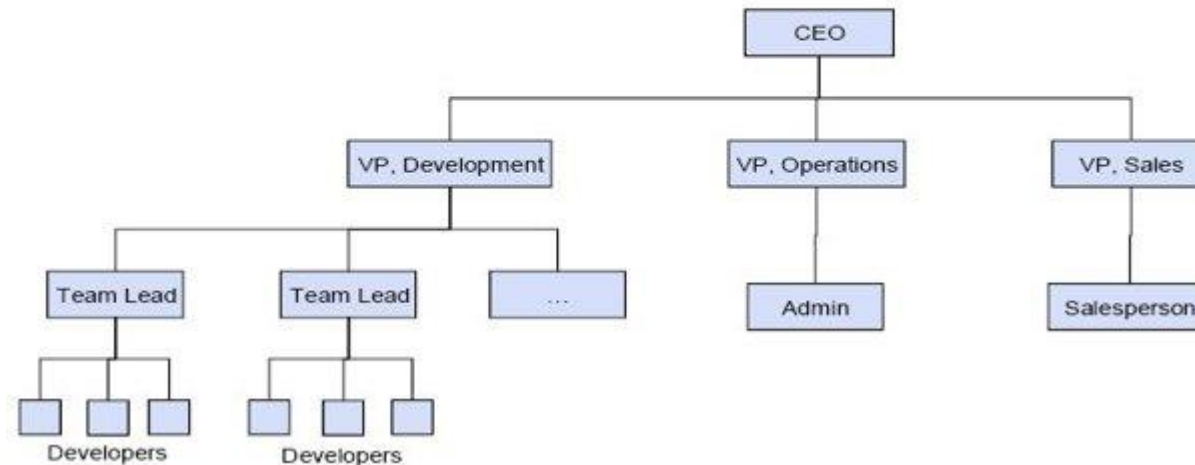
Use different techniques to present different types of information

Diagrams

To make a complex structure easy to understand

E.g., Organisational chart

Traditional Org Chart



The audience is important!

Is it your boss?

Formal writing tone.

Your colleagues?

A professional but less formal tone is appropriate.

Your friends?

Informal writing tone.

A stranger?

Formal writing tone.

A Public service?

Formal writing tone.

Business Writing Tips

Be assertive and forthright.

Be assertive and forthright in your business writing. Customers and prospects become distrustful of evasive writers.

Avoid gender bias.

- Avoid gender-biased nouns and pronouns in your business writing.
- More appropriate and ‘politically correct’ to use gender-neutral words instead.
e.g., “chairperson” instead of “chairman”; “humanity” instead of “mankind”; “he/she” instead of “he” when referring to both genders, or change to plural form “they”.
- Gender-neutral nouns and pronouns make everyone feel included.

Business Writing Tips

Avoid use of jargon and buzzwords.

Avoid use of jargon (highly specialized technical writing) or buzzwords (stylish and trendy words used primarily to impress laypersons) in your business writing.

Correspondence with foreign clients.

Business correspondence with foreign clients needs a great deal of care. Express yourself in short, simple, and concise terms.

Business Writing Tips

- Less is more
- Write once, check twice.
- Pay special attention to names, titles, and genders.
- Save templates.
- Be professional, not necessarily formal.

Business Writing Tips

The 5 W's (and the H)

- What?
- Where?
- Why?
- When?
- Who?
- How?

Call to action.

Don't give too many choices.

What's in it for your readers?

Appropriate words can make a difference

Use of “Magic” words

A number of words and phrases that can help you express your opinion effectively and efficiently and at the same time promote your image as a professional.

How they look like - Common “Magic” words


Customer service
Customer oriented
Vision
Positive
Strategy
Communication
Competitiveness
Balance
Benefit
Organized
Service
Successful
Interesting

Unique
Quality
Quantity
Popular
Fantastic
Secure
Secret
Dynamic
Personal
Professional
Handy
Useful
Leader

Business Writing: Words to use

Agenda
Advantage
Benefit
Calculate
Develop
Estimate
Incentive
Invest
Maintain
Negotiate

Objective
Participate
Process
Schedule
Structure
Target
Thank you



words
have
power

The use of document templates

Document templates

Useful **starting points** for standard documents because you can present them with layout, graphics, and text.

e.g., if you prepare a monthly magazine, you can create a template that contains the layout of a typical issue, including grids, master pages, placeholder frames, layers, and any standard graphics or text.

Why use a template

Standardization and consistency in the office in:

- The structure.
- The fonts.
- The use of logos.

Some ready templates by different software (eg. Microsoft Word) or companies develop their own.

Template: Apology Letter

[Your Name]
[Street Address]
[City, ST Zip Code]

October 16, 2023

[Recipient Name]
[Title]
[Company Name]
[Street Address]
[City, ST Zip Code]

Dear [Recipient Name],

I am sorry to hear that our upholstery fabric is not wearing as it should. We have received only compliments about this line of materials, so I too am puzzled.

Our West Coast sales manager will be contacting you in the next day or two. I would like her to come to your office to inspect the furniture firsthand. At the same time, please have ready a copy of your original invoice and the name of your supplier.

We stand behind our fabric and want to resolve this situation quickly. We will keep you posted as our investigation continues.

Sincerely,

[Your name]
[Title]



Template: Newsletter

MONTHLY NEWSLETTER

JANUARY 2030 / VOL. 001



Creative Business Idea for Better Future

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TOP NEWS

Business Idea the Better Future

Idea for Better on Future

Newsletter for Future

Business Title for Better

Your way to success

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Idea for Better Futur

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e-eupc Certification for Administration Personnel

Name _____ Signature _____ Date _____

Examples of documents - Business letters



Mr. James Restovino
Crystal Cleaning Inc.
433 West Virginia Avenue
Albany, NY 56890

September 31, 2023

Dear Mr. James Restovino,

This letter is to inform you that as of January 1, 2023, we will no longer be using your cleaning services for our hotel chain. Please accept this letter as the official advanced notification specified in our contract.

We are terminating our contract due to a major change in our business strategy. Although I am pleased with Crystal Cleaning's service, this change is necessary for us in light of the direction we are moving in.

We recognize that you have been our go-to cleaning company for the past three years. We appreciate your high standards and attention to detail. We expect to maintain the bar your organization has set as we move forward.

Thank you, and if you have any questions regarding this contract termination letter, please call me at **518-505-5587**.

Sincerely,



Meena Massan
Morocco Hotel Group
Business Development Manager
518-915-7889

Some key points for writing a well-structured business letter

**1. Organisation name and
address**

2. Date of issue

3. Introduction

4. Subject of the letter

5. Main Part

6. Signature



Some key points for writing a well-structured business letter

Includes:

The name of organisation

i.e. MMC Ltd

The Address

i.e. 16, Imvrou Str.

The Postal Code

i.e. 1050

The town/ city

i.e. Nicosia

The Country

i.e. Cyprus

Some key points for writing a well-structured business letter

Day/Month/Year

14/12/2023

Or

Month/Day/Year

i.e. 12/14/2023



Some key points for writing a well-structured business letter

Start with:

'Dear Sir/ Madam'

Close with:

'Yours faithfully'

'Yours sincerely'

**Be precise, polite and
informative.**

Some key points for writing a well-structured business letter

You could use a subject box – providing the reader with a short introduction on what the document is all about.

Be aware of the spelling mistakes.
Be aware of the receivers.

Some key points for writing a well-structured business letter

Main body

An analysis and discussion of the issue or topic. When the task is to discuss a given topic, the main body will contain objective arguments based on chosen sources.

Structure: It depends on the topic; it may be structured chronologically, thematically, or as arguments for and against.

Close with:

‘Yours faithfully’ (when the recipient is not addressed by name or you do not know the person personally - more formal).

‘Yours sincerely’ (when the recipient is addressed by name or is known to you to some degree – slightly less formal).

Your Name, Surname, and your job title.

Start

- Dear Personnel Director,
- Dear Sir or Madam
- Dear Dr, Mr, Mrs, Miss or Ms Smith: **VERY IMPORTANT:** use Ms for women unless you are asked to use Mrs or Miss.
- Dear Frank

Reference

With reference to your advertisement in the *Times*, your letter of 23rd March, your phone call today, etc. Thank you for your letter received on March 5th.

Closing/Signature

- Yours faithfully
- (Yours) sincerely
- Best wishes, Best regards etc.

How to write a business letter

The Reason for Writing

I am writing to...

- inquire about...
- apologize for...
- confirm...

Requesting

- Could you possibly...?
- I would be grateful if you could...

Agreeing to Requests

- I would be delighted to...

Giving Bad News

- Unfortunately, ...
- I am afraid that...

How to write a business letter

Enclosing Documents

- I am enclosing...
- Kindly find enclosed...
- Enclosed you will find...

Closing Remarks

- Thank you for your help
- Do not hesitate to contact us again if we can assist you in any way/ if there are any issues/if you have any questions.

Reference to Future Contact

I look forward to...

- hearing from you soon.
- meeting you next Tuesday.
- seeing you next Thursday.

How to write a business letter

Avoid using “weasel” words

“Weasel” words such as “seems”, “perhaps”, “apparently”, “usually” give the impression that you are being insecure or insincere.

e.g., ‘It seems that perhaps we may be able to have our meeting on Monday’ may better be written as: ‘We will have our meeting on Monday’.

Dateline in business correspondence

Write the dateline in your business correspondence in full

e.g., Write August 1, 2006, *not* Aug. 1, 2006; August 1st, 2006; or 8-1-06.

Methodological Tool II



E-EUPA_LO_3.14_M_002
Fix the Flawed Business Letter

Business letter - Example

Ken's Cheese House
34 Chatley Avenue
Seattle, WA 98765
Tel: 12345678
Fax: 12345667
Email: arres@mmc.com

October 23, 2017

Fred Flintstone
Sales Manager
Cheese Specialists Inc.
456 Rubble Road
Rockville, IL

Dear Mr Flintstone:

With reference to our telephone conversation today, I am writing to confirm your order for: 120 x Cheddar Deluxe Ref. No. 856. The order will be shipped within three days via UPS and should arrive at your store in about 10 days.

Please contact us again if we can help in any way.

Yours sincerely,
Arres Thomson
Director of Ken's Cheese House

Human Resources Response/ Rejection template - Example

Dear Xxxxx,

Your application for the position: [XXXX]

Position code: [xxxx]

We would like to thank you for your interest in MMC Ltd and the services we provide.

I refer to the position of **[Personal Assistant to the Manager]** for which you have applied and I would like to inform you that your recruitment was not possible.

Kindly note that we will keep your CV in our records, and will contact you if there is a possibility for future cooperation.

We would like to wish you every success in your career.

Yours sincerely,

Xxxxx XXXXXXXX

Human Recourses Director

MMC LTD

Letter of complaint, Example:

Your Address
Your City, State, Zip Code
Date

Name of Contact Person, if available
Title, if available
Company Name
Consumer Complaint Division (If you have no specific contact.)
Street Address
City, State, Zip Code

Dear (Contact Person):

Re: (account number, if applicable)

On (date), I (bought, leased, rented, or had repaired) a (name of the product, with serial or model number or service performed) at (location, date and other important details of the transaction).

Unfortunately, your product (or service) has not performed well (or the service was inadequate) because (state the problem). I am disappointed because (explain the problem: for example, the product does not work properly, the service was not performed correctly, I was billed the wrong amount, something was not disclosed clearly or was misrepresented, etc.).

To resolve the problem, I would appreciate your (state the specific action you want—money back, charge card credit, repair, exchange, etc.) Enclosed are copies (do not send originals) of my records (include receipts, guarantees, warranties, canceled checks, contracts, model and serial numbers, and any other documents).

I look forward to your reply and a resolution to my problem, and will wait until (set a time limit) before seeking help from a consumer protection agency or the Better Business Bureau. Please contact me at the above address or by phone at (home and/or office numbers with area code).

Sincerely,

Your name

Enclosure(s)

- describe purchase
- name of product, serial number
- include date and place of purchase

- state problem
- give history

- ask for specific action
- enclose copies of documents

- allow time for action
- state how you can be reached



Letter of Complaint

Dealing with complaints letter, Example

Mr Klitou
Purchasing Officer
Fortune Goods
317 Orchard Road
Oklahoma

8 Sep 2011
Dear Mr Klitou,

Order No. 2639/L

Further to our telephone conversation, please accept our sincere apologies for the error made by our company in fulfilling your order no. 2639/L dated Monday, 5 September 2011.

As stated during our discussion you have ordered 12,000 size Ultra super-long-life premium batteries, but our dispatch office sent 1,200. This was due to a typing error. The balance of 10,800 batteries was dispatched by express courier to your store this morning and will arrive by Friday, 16 September 2011.

We value your business and therefore we would like to offer you a 10% discount off your next order with us. We look forward to receiving your further orders.

Yours sincerely,

Everlong Batteries
171 Berkley Road
Oklahoma
Tel/Fax XXXXXXXX

The perfect business letter:

- Includes an Introduction, Main Part, Conclusion
- Fulfils its goal
- Has key points
- Is well structured (Headlines, Punctuation)
- Has a “rhythm” when you read it
- Has a positive impact to the reader

Examples of documents - MEMO

LOGO

Memo

To: Recipient Name
From: Your Name
CC: Other recipients

Subject: Memo for Christmas Break

We are announcing with excitement that the company has planned to celebrate Christmas with zeal and zest. Therefore, I would like to announce to all of you that there will be a Christmas break on the said dates.

We wish the entire staff of the company the best Christmas break.

Sincerely,
[Name Here]

STREET ADDRESS, CITY, STATE ZIP CODE
T: TELEPHONE W: WEBSITE



Examples of documents - MEMO

In-company use...therefore

- More informal.
- Usually used inside the company to inform co-workers on several issues.

Use the following details when you are writing a memo:

- From: (person or group sending the memo).
- To: (person or group to whom the memo is addressed).
- **RE:** (the subject of the memo; this should be in **bold**).

Writing a Memo Document - Example

Example Memo

From: Management
To: Northwest Area Sales Staff
RE: New Monthly Reporting System

We'd like to quickly go over some of the changes in the new monthly sales reporting system that we discussed at Monday's special meeting.

First of all, we'd once again like to stress that this new system will save you a lot of time when reporting future sales. We understand that you have concerns about the amount of time that will be initially required for inputting your client data. Despite this initial effort, we are confident that you will all soon enjoy the benefits of this new system.

Examples of documents - EMAIL



Writing an email

Some tips when using emails:

- A heading is not necessary (your return address, their address, and the date).
- Subject is vital. Use a **descriptive subject line**.
- No inappropriate or silly email address; use of a professional sounding address
- Simple formatting
- Left alignment of the text;
- Avoidance of special formatting and tabs.

- Keep your email less than 80 characters wide
- Avoid attachments unless the recipient has requested or is expecting an attachment.
- If the person's name is unknown, address the person's title e.g. Dear Director of Human Resources.

Template for a new company policy

To: All Employees
From: Maria
Re: Policy Concerning Public Holidays
Date: 16 January 2xxx

I would like to inform you that you should inform us on your annual summer holiday by the 15th of June the latest.

If you have any questions please do not hesitate to contact me.

Regards,
Maria Nicolaou
HR Department, HR Coordinator

Methodological Tool III



E-EUPA_LO_3.13_M_001
**Creative demonstration of your
writing skills**



Methodological Tool IV



E-EUPA_LO_3.14_M_001
Making an order

Methodological Tool V



E-EUPA_LO_3.15_M_001
Writing Appropriately

Revision Questions

Revision Questions:

- Can you describe different types of documents that may be used at work?
- Can you list some of the advantages and disadvantages of written communication?
- Describe the basic structure of written communication and the content of each part
- Describe different formats in which text may be presented depending on the type and amount of information of the specific document
- Describe the procedure you will follow when you produce various types of routine business documents based on predefined templates
- Explain what is meant by the term 'writing in the business environment'

Key points

Business writing tips:

Be assertive and forthright.

Avoid gender bias.

Avoid use of jargon and buzzwords.

Write once, check twice.

Pay special attention to names, titles,
and genders.

Save templates.

Be professional,
not necessarily formal.

Remember the 5 W's (and the H)

What?

Where?

Why?

When?

Who?

How?

Key points

Pictures

- To make a document more appealing
- Easy to read.
- Visually appealing.
- To show something (e.g., a product)

The audience is important!

Is it your boss?

Formal writing tone.

Your colleagues?

A professional but less formal tone is appropriate.

Your friends?

Informal writing tone.

A stranger?

Formal writing tone.

A Public service?

Formal writing tone.



WELL DONE!

You have completed Unit 3.4 - Part A



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