



PRESENTATION AND WRITING SKILLS

lecture No. 7

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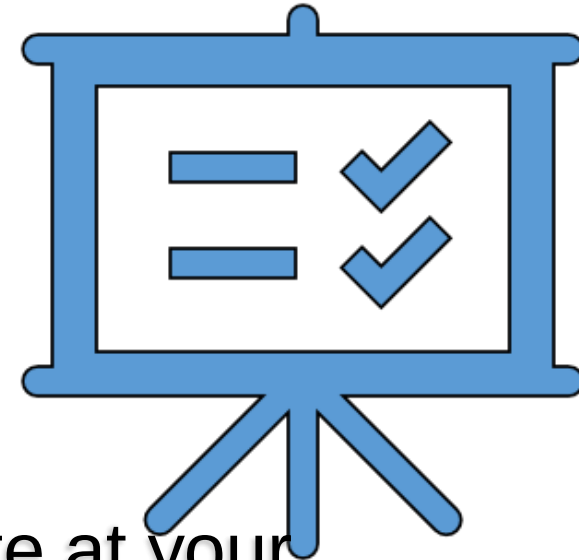
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lecture No. 7

Planning business messages

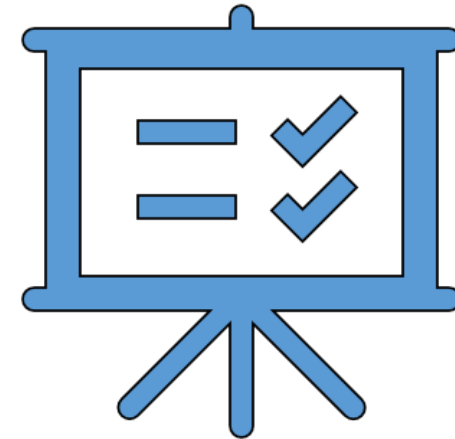
Test your knowledge for the previous lecture

- ☐ Categories of Nonverbal Communication
- ☐ Identify nonverbal signals.
- ☐ Gestures and postures
- ☐ Misreading and Faking
- ☐ How to communicate online.
- ☐ Developing Your Business Etiquette at your workplace and social setting.



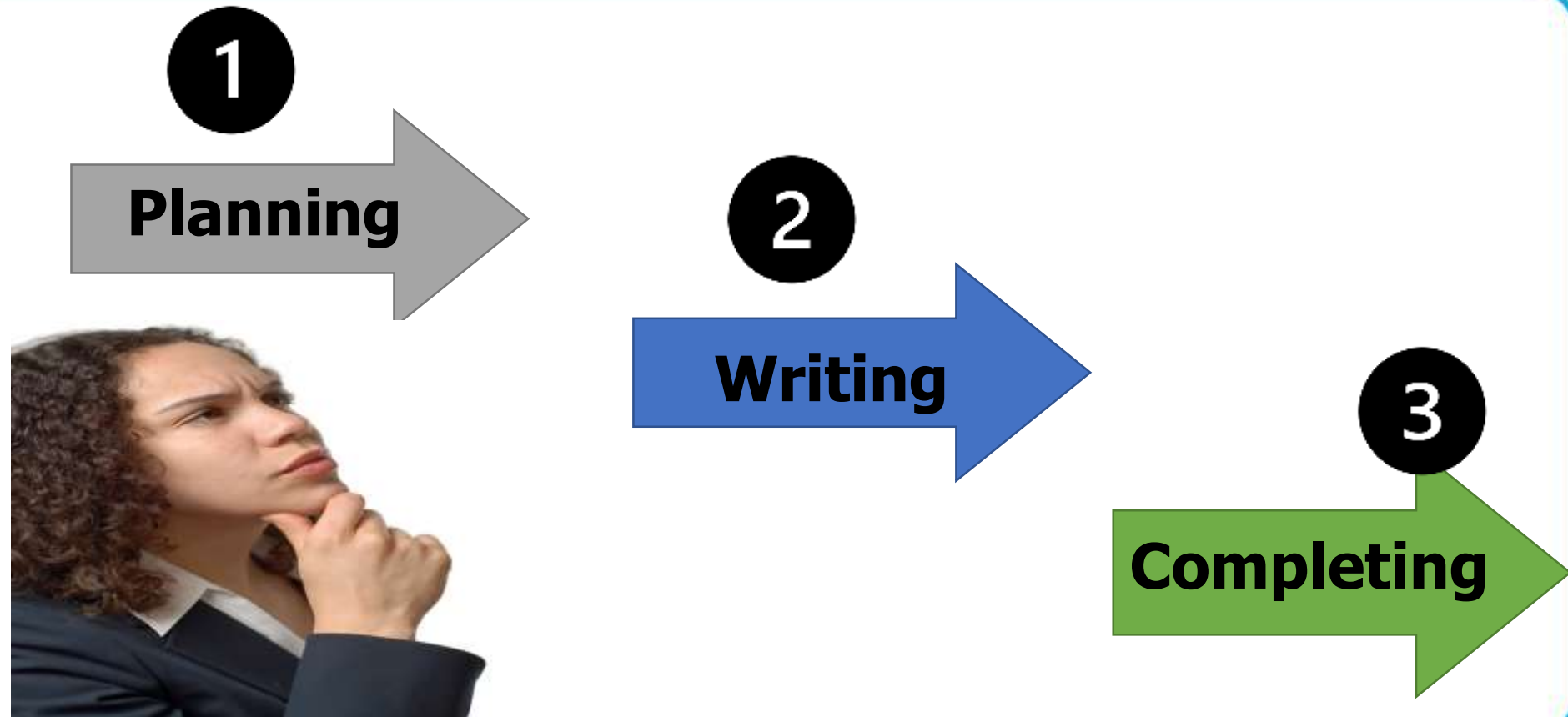
Learning objectives

1. Using the Three-Step Writing Process
2. Explain what it means to analyze the situation when planning a message
3. How to define your purpose to plan for your message.
4. How to analyze the purpose of your message.
5. How to profile your audience.



Understanding the Three-Step Writing Process

Three-Step Process



Three-Step Process

Planning messages is the focus this chapter

1

Planning

To plan any message,

1. first analyze the situation by defining your purpose and developing a profile of your audience.
2. Gather information that will meet your audience's needs.

Three-Step Process

Planning messages is the focus this chapter

1

Planning

To plan any message,

3. Next, select the right medium (oral, written, or visual) to deliver your message.

4. Then, organize the information by defining your main idea, limiting your scope, selecting an approach, and outlining your content..

Three-Step Process

Writing business messages is discussed in the following lecture.

2

Writing

Once you've planned your message, adapt to your audience with sensitivity, relationship skills, and style.

Three-Step Process

2

Writing business messages is discussed in the following lecture.

Writing

Then you're ready to compose your message by choosing **strong words**, creating effective **sentences**, and developing coherent **paragraphs**.

Three-Step Process

3

Completing

- **Completing business messages.**
- **After writing your first draft,**

Three-Step Process

3

Completing

- revise your message to make sure it is clear, concise, and correct.
- Next produce your message, giving it an attractive, professional appearance.

Three-Step Process

3

Completing

- ❑ Proofread the final product for typos, spelling errors, and other mechanical problems.
- ❑ Finally, distribute your message using the best combination of personal and technological tools.

Three-Step Process

□ The more you use the process,
the **easier and faster** it will
become.



Three-Step Process

- ❑ As a rule, use about half your time for planning, one-quarter of your time for writing, and the remaining quarter for completing the project.

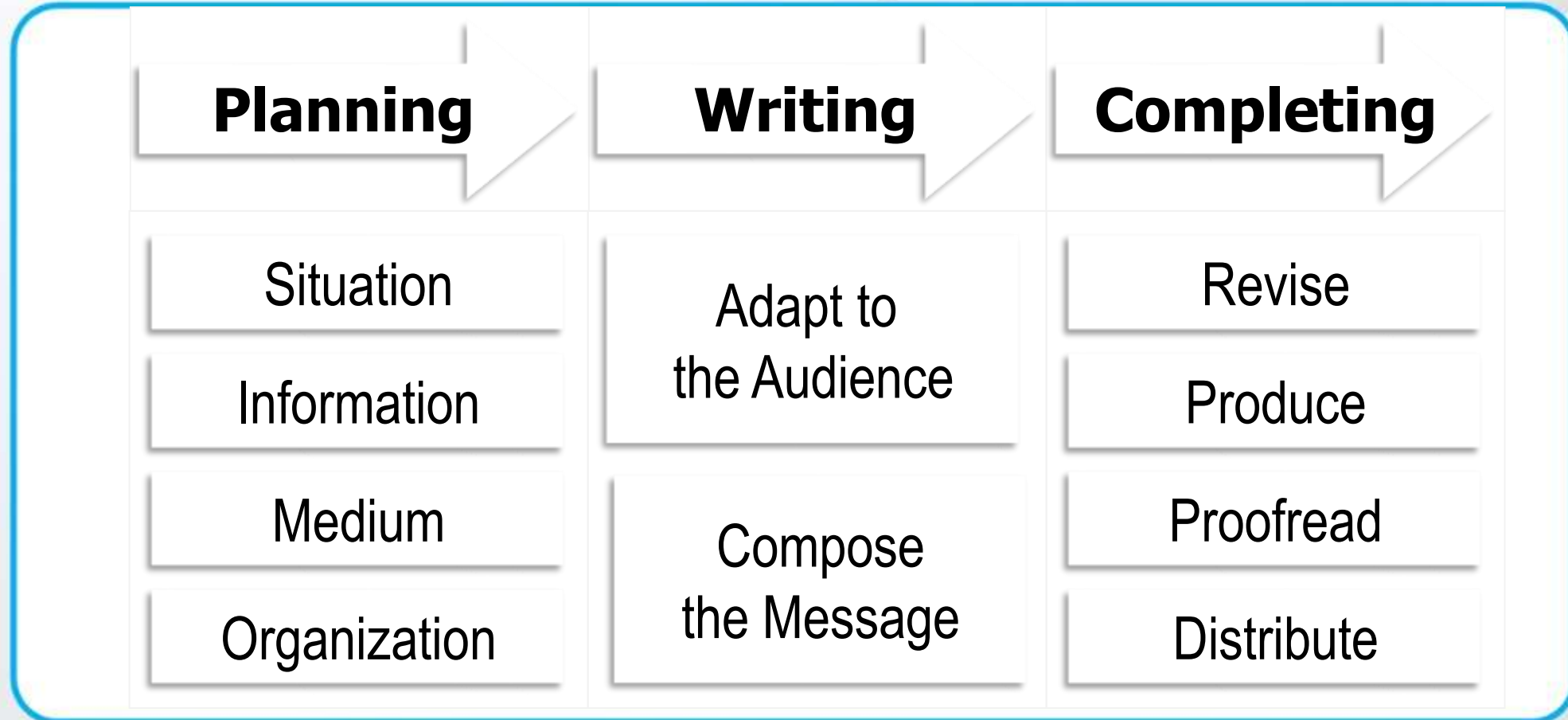


Three-Step Process

□ **approaching your writing projects with the three steps in mind always helps.**



Three-Step Process



Analyzing the Situation

1

Define the Purpose

General

Specific

1

Define the Purpose

General

All business messages have a general purpose: to inform, to persuade, or to collaborate with your audience.

Define the Purpose

1

Specific

To help you define the specific purpose of your message, ask yourself what you hope to accomplish with your message and what your audience should do or think after receiving your message.

2

Analyze the purpose

Once you have **defined** your specific purpose, you can decide whether that purpose merits the time and effort required for you to prepare and send it.

Test your purpose by asking four questions:



Analyze the purpose

2

- Will your message change anything?
- Is your purpose realistic?
- Is the timing right for your message?
- Will your purpose be acceptable?

Analyze the purpose

2

Once you are satisfied (1)
that you have a clear and meaningful
purpose and (2)
that now is a smart time to proceed, your
next step is to understand the members
of your audience and their needs.

Profile the Audience

3



- Primary Members
- Size and Location
- Composition
- Understanding
- Expectations
- Reactions

3

Profile the Audience



- ☐ The more you know about your audience, their needs, and their expectations, the more effectively you'll be able to communicate with them.
- ☐ Analyzing your audience involves the following steps:

Profile the Audience

3



- Primary Members
- Size and Location
- Composition
- Understanding
- Expectations
- Reactions

Profile the Audience

3



- **Primary Members**

Identify the primary audience. If you can reach the decision makers or opinion molders in your audience, other audience members will fall in line.

Profile the Audience

3



- **Size and Location**

Determine the size and geographic distribution of your audience.

A report for wide distribution requires a more **formal style, organization, and format** than one directed to three or four people in your department.

Profile the Audience

- **Composition.**

Determine the composition of the audience. Look for common denominators القواسم المشتركة that tie audience members together across differences in culture, status, or attitude.

Include evidence that touches on everyone's area of interest.



Profile the Audience

3



- **Understanding**

Test your audience's level of understanding.

If audience members share your general background, they'll understand your material without difficulty. If not, you must educate them.

Profile the Audience

3

- Understanding

Include only enough information to accomplish your objective. Everything else is irrelevant and must be eliminated.



Profile the Audience



- **Expectations.**
- **Understand your audience's expectations and preferences.** Will members of your audience expect complete details,
- or will a summary of the main points suffice?

Profile the Audience

3

- **Expectations.**
- Do they want an e-mail, or will they expect a formal memo?



3



- **Reactions**

Forecast your audience's probable reaction. If you expect a favorable response, state conclusions and recommendations up front and offer minimal evidence.

Profile the Audience

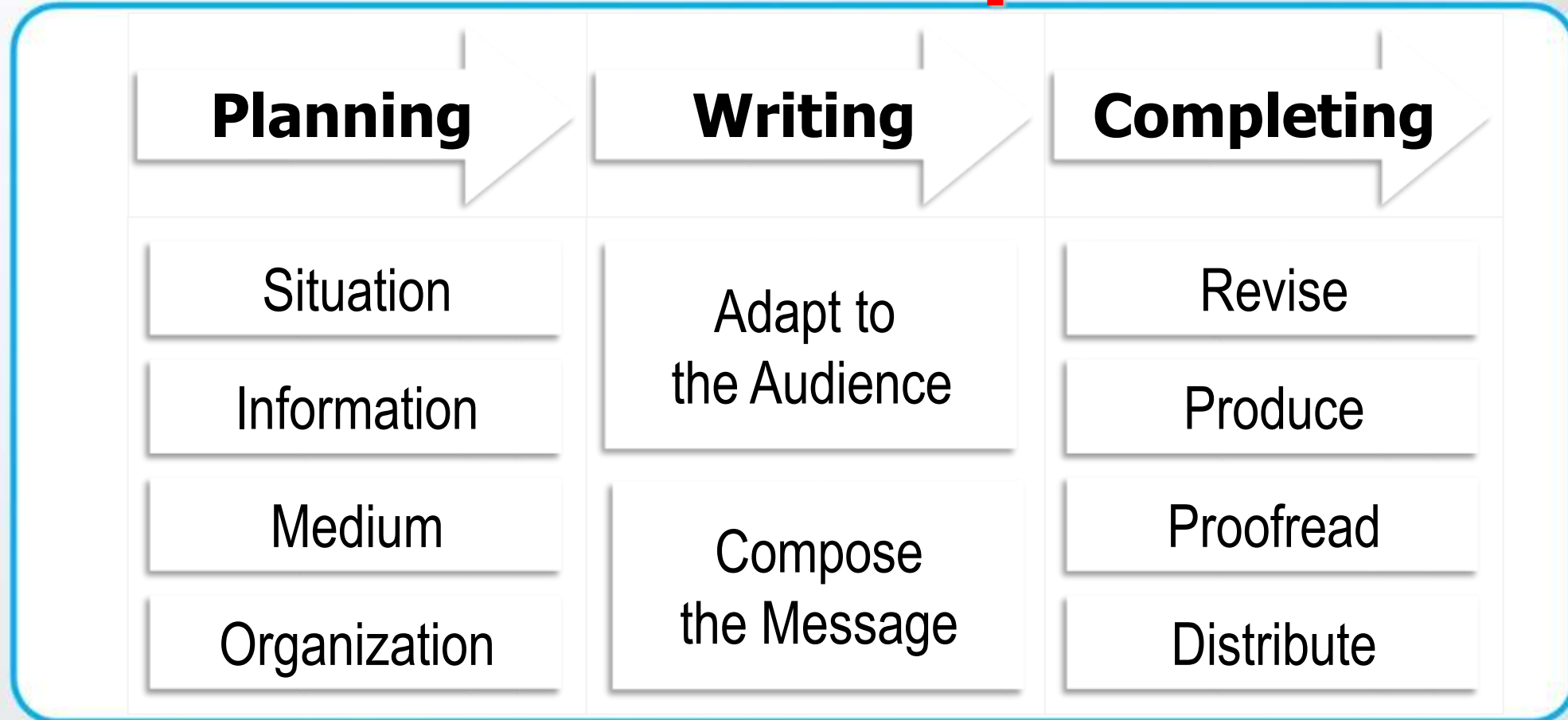
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- Reactions

Forecast your audience's probable reaction. If you expect doubts introduce conclusions gradually and include more evidence.



Three-Step Process



Three-Step Process

Planning

Situation

Information

Medium

Organization

Gathering Information



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Thank You

