

PRESENTATION AND WRITING SKILLS

lecture No. 8

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MGM223





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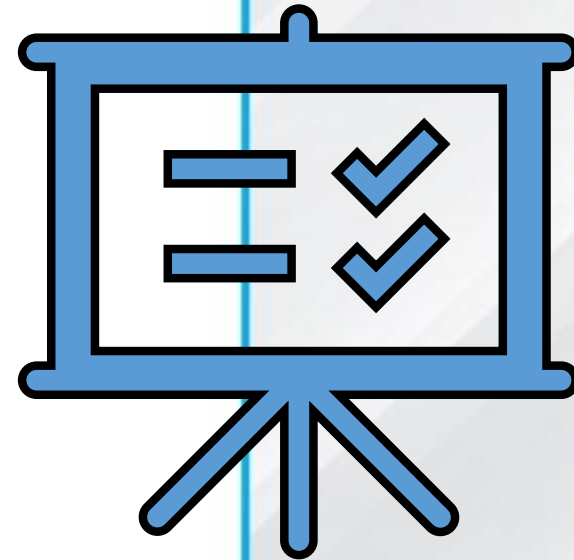
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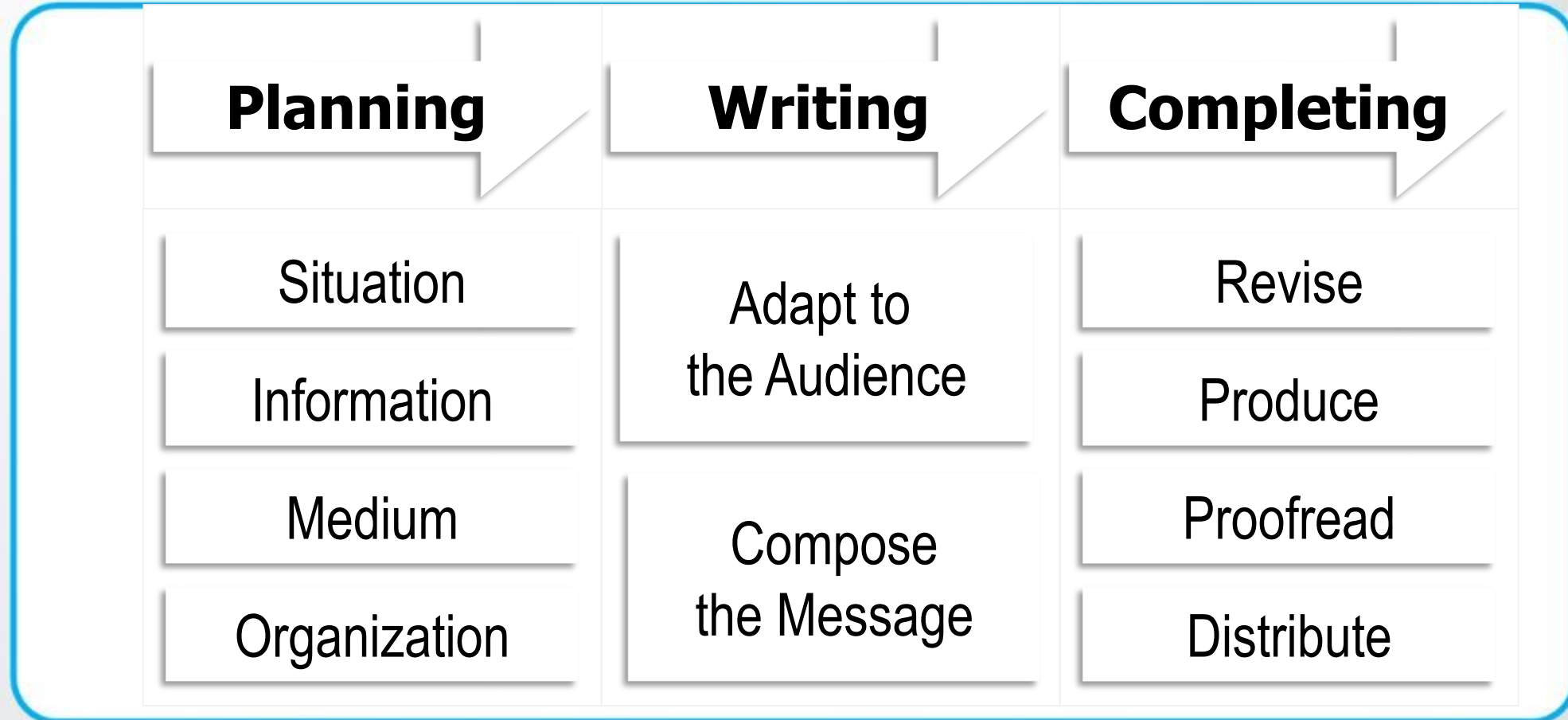
Planning business messages (part 2)

Test your knowledge for the previous lecture

1. Using the Three-Step Writing Process
2. Analyzing the situation.
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.



Three-Step Process



Three-Step Process

Planning

Situation

Information

Medium

Organization

Planning

Situation

Information

Medium

Organization

2

If you have generated a clear picture of your audience , the next step is to assemble the information that you will include in your message.

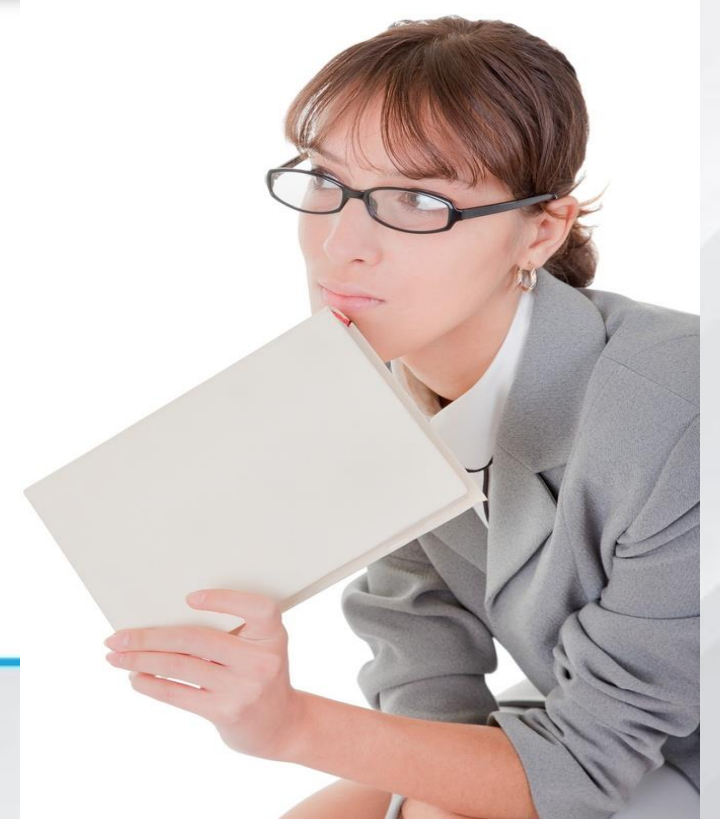
Gathering Information

1

Locate Information

- Audience Perspective

you can often use a variety of informal techniques to gather insights and guide your research efforts



Locate Information

1

- Audience Perspective
- Community Input
- Company Documents
- Audience Input
- Colleagues & Customers



Locate Information

1

•Audience Perspective

Consider the audience's perspective. Put yourself in the audience's position; what are these people thinking, feeling, or planning?

What information do they need to move forward?



1

Locate Information

•Community Input

Listen to the community. For almost any subject related to business, there is a community of customers, product **enthusiasts**, or other people who engage in online discussions. Find them and listen to what they have to say.



Locate Information

1

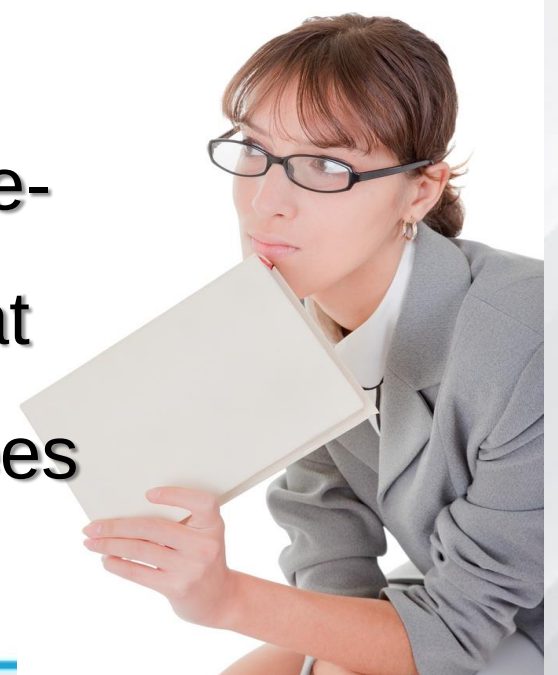
- **Company Documents**
- Read reports and other company documents.
Annual reports, financial statements, news releases, blogs by industry experts, marketing reports, and customer surveys are just a few of the many potential sources.



Locate Information

- Company Documents

Find out whether your company has a knowledge-management system: a centralized database that collects the experiences and insights of employees throughout the organization.



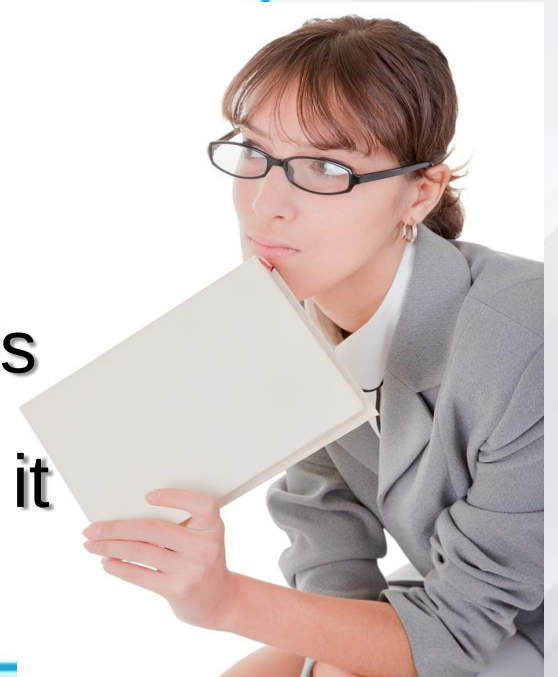
Locate Information

1

- Audience input

Ask your audience for input.

Admitting that you don't know exactly what your audience expects but you want to meet their needs will impress them more than guessing and getting it wrong.



1

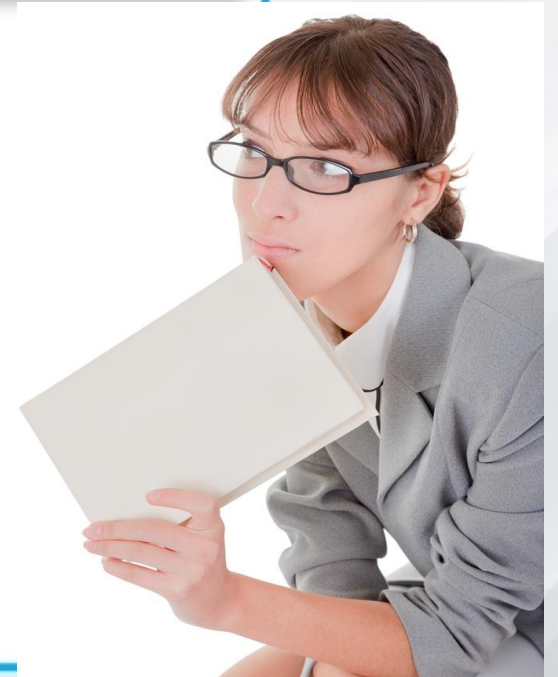
Locate Information

- Colleagues & Customers

Talk with supervisors, colleagues, or customers.

Fellow workers and customers may have information you need,

or they may know your audience's interests.



2

Provide Information



Accurate Ethical Pertinent

2

Provide Information

In many situations, your audience's information needs are readily apparent, such as when a consumer sends an e-mail asking a specific question.



2

Provide Information

- your audience might be unable to articulate exactly what is needed. If someone makes a vague or broad request, ask questions to narrow the focus



2

Provide Information

- Asking a question or two often forces the person to think through the request and define more precisely what is required. In some cases, you may need to do some detective work.



2

Provide Information

- Once you've defined your audience's information needs,
- be sure you satisfy those needs completely.
- In addition to delivering the right quantity of required information,
- you are responsible for verifying the quality of that information.
- Ask yourself these three questions:

Provide Information

2 Ask yourself these three questions:

Accurate

Is the information accurate? Inaccuracies can cause a host of problems, from embarrassment and lost productivity to serious safety and legal issues.

2

Provide Information

Ask yourself these **three questions**:

Ethical

Is the information ethical? By working hard to ensure the accuracy of the information you gather, you'll also avoid many ethical problems in your messages.

2

Provide Information

Ask yourself these **three questions**:

Pertinent= Relevant

Is the information pertinent? Remember that some points will be more important to your audience than others

Selecting the Right Medium

Selecting the best medium for your message can make the difference between effective and ineffective communication.

communication medium is the form through which you choose to communicate your message. You may choose to talk with someone.

- face-to-face,
 - write a letter,
 - send an e-mail message,
 - or create a webcast.
- With today's ever-expanding technology, you often have a variety of media options from which to choose

Although media categories have become increasingly blurred in غير واضحة recent years, you can think of media as being oral, written, visual, or electronic (which often combines several media types).

Selecting the Right Medium

Oral Media

- Conversations
- Interviews
- Speeches
- Presentations
- Meetings



Oral Media

- Traditional oral media are useful for encouraging people to ask questions make comments, and work together to reach a consensus or decision

EX: **managers** engage in frequent “walk-arounds,” chatting with employees to get input, answer their questions, and interpret important business events and trends

- If you do not want a lot of questions or interaction, oral media can be an unwise choice.



Written Media

Memos

Letters

Reports

Proposals

Written Media

- ❑ **Written messages increase your control, help you reach dispersed audiences, and minimize distortion.**
- ❑ **The disadvantages of written media include the difficulty of feedback, lack of nonverbal cues, and extra time and skill sometimes required to prepare written messages.**

Written Media

Memos

are brief printed documents. Traditionally, they were used for the routine, day-to-day exchange of information within an organization. In many organizations, **electronic media** have replaced **paper memos**.

Letters

are brief written messages sent to recipients Outside the organization.

Reports & Proposals

are usually longer than memos and letters, although both can be created in memo or letter format. These documents come in a variety of lengths, ranging from a few pages to several hundred, and are usually formal in tone.

Electronic Media



Speaking

telephone calls, teleconferencing,
voice-mail messages

Writing

e-mail and instant messages to
blogs

Visualizing

electronic presentations, computer
animation, and video. Multimedia

Choose the Medium

Richness

Formality

Limitations

Urgency

Cost

Preferences

Choose the Medium

Richness

Richness is a medium's ability to (1) convey a message through more than one informational cue, (2) facilitate feedback, and (3) establish personal focus. The richest medium is face-to-face communication. Multimedia presentations are also quite rich

Limitations

- Every medium has limitations, so choose carefully according to the situation and the audience.

Cost

- The expense involved in using various media is a real financial factor and a perceived nonverbal signal, as well.

Choose the Medium

Formality

Your choice of media is a nonverbal signal that governs the style and tone of your message.

Urgency

- Choose the medium wisely, if a message is urgent. However, be sure to respect the time and workloads of audience members.

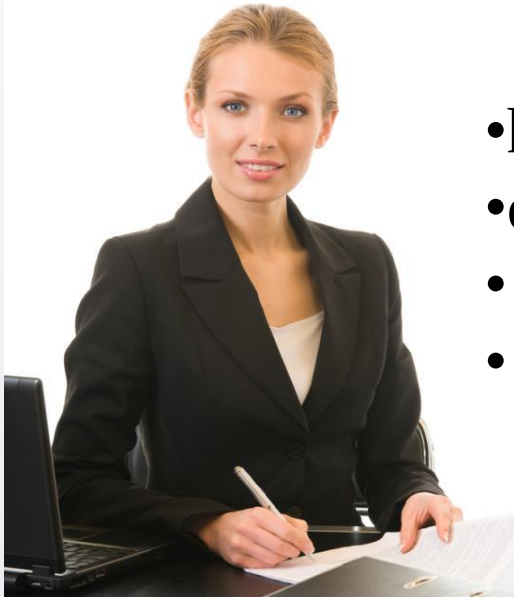
Preferences

Make sure to consider which media your audience expects or prefers.

Organizing Your Message

Message Structure

•Main Idea



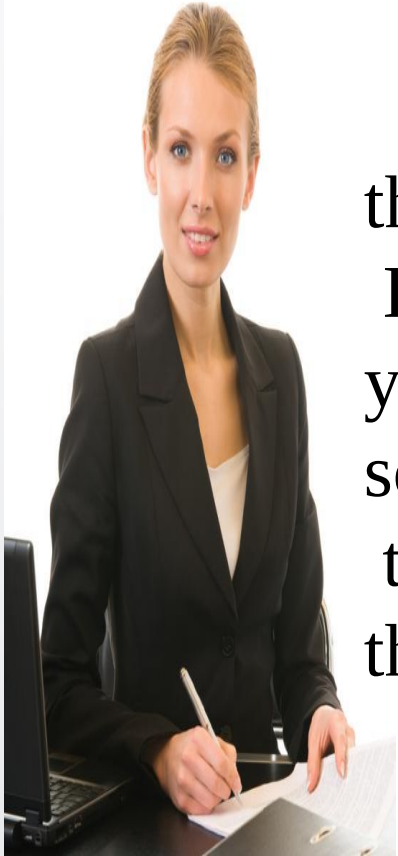
- helps you establish the goals and general strategy
- of the message, and it summarizes two things:
 - (1) what you want your audience to do or think and
 - (2) why they should do so.

Message Structure

•Major Points

that clarify and explain your ideas in more concrete terms.

If your purpose is to inform and the material is factual, your major points might be based on something physical or financial—something you can visualize or measure, such as activities to be performed, functional units. When you're describing a process, the major points are almost inevitably steps in the process.



Evidence

you're ready to back them up with examples and evidence that help audience members understand, accept, and remember your message.

Select examples and evidence carefully.

Remember that you want to be not only compelling and complete but also as concise as possible.





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Thank You

