

Professional Written Correspondence

A workshop to improve communication in the
workplace

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بالمعرفة نصنع الفرق ...

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Professional Written Correspondence

Advantages	Disadvantages
<ul style="list-style-type: none"> ➤ Creates a permanent record ➤ Allows you to store information for future reference ➤ Easily distributed ➤ All recipients receive the same information ➤ Written communication helps in laying down apparent principles, policies and rules for running of an organization. ➤ It is a permanent means of communication. Thus, it is useful where record maintenance is required. ➤ Written communication is more precise and explicit. ➤ Effective written communication develops and enhances an organization's image. ➤ It provides ready records and references. ➤ Necessary for legal and binding documentation 	<ul style="list-style-type: none"> ➤ Written communication does not save upon the costs. It costs huge in terms of stationery and the manpower employed in writing/typing and delivering letters. ➤ Also, if the receivers of the written message are separated by distance and if they need to clear their doubts, the response is not spontaneous. ➤ Written communication is time-consuming as the feedback is not immediate. The encoding and sending of message takes time. ➤ Effective written communication requires great skills and competencies in language and vocabulary use. Poor writing skills and quality have a negative impact on organization's reputation. ➤ Too much paper work and e-mails burden is involved

Writing Styles

Colloquial	Casual	Formal
Did you hear about the new agreement AFU has signed with some charity schools. That's awesome!	AFU has an agreement with some charity schools. Now their students will be given 10% discount.	Al Falah University has signed a Memorandum of Understanding with _____ School hereby offering 10% discount on tuition fee to all their students registering with the University.

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I heard an amazing news, RTA is gonna remove all the speed radars. I'll save so much money!		
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Steps to Formal Writing

Planning	Writing	Quality Control
Write an announcement for the Final Exams in our university.		

Common Etiquettes in Written Communication

1. Focus on format
2. Structure the text well
3. Ensure connectivity
4. Temper the text according to the level of formality
5. Avoid short forms
6. Grammar, spellings and punctuations are very important

7. Be sensitive to the audience
8. Be creative, if necessary
9. Avoid using jargons
10. Be aware of the medium of your audience

Features of Good Writing

1. **Completeness:** all information needed is provided
2. **Correctness:** relevant and precise

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- information
3. **Credibility:** support your argument
 4. **Clarity:** should not be vague, confusing, ambiguous
 5. **Conciseness:** to the point
 6. **Consideration:** anticipate the reader's reaction
 7. **Vitality:** use the active voice rather than the passive voice

Checklist for writing a formal letter

- Your address at the top of the right hand side of the page.
- Their address on the left hand side of the page.
- The date on the right hand side of the page, underneath your address.
- Dear Sir/Madam or Dear Mr/Miss/Mrs...
- Paragraph to introduce yourself.
- Paragraph to explain why you are writing.
- Paragraph to say what you want them to do about it.
- Yours sincerely/yours faithfully
- Your name

[Sender's Name]
[Sender's Address]
(Optional [Sender's Phone])
(Optional [Sender's E-Mail])

[DATE]

[Recipient name]
[Recipient's Company]
[Recipient's Address]

Subject

Dear [Recipient],

- Paragraph 1. To introduce yourself.
- Paragraph 2&3. To explain why you are writing.
- Paragraph 4. To say what you want them to do about it.

[Ending Note: (Sincerely, Respectfully, Regards, etc.)],

[Sender's Name]
[Sender's Title]

Writing a Memo

A **memo** is typically used by firms for internal communication, as opposed to letters which are typically for external communication.

How long does a memo have to be?

- Length: A **memo** is usually no more than one page **long**.
- Coherent: Keep the **memo** structure simple and logical. The **memo should** focus on communicating about one problem or issue, and each paragraph in the **memo should** focus on one idea.
- Concise: Check for needless words.

All memos are structured similarly. They have the following elements:

- **Date:** on left, in caps, immediately below the sender's name
- **Recipient:** on left, in capital letters, near the top of the page
- **Sender:** on left, in caps, immediately below the addressee
- **Subject:** on left, in caps, immediately below the date
- **The message:**
Unless the memo is a brief note, a well-organised memo message should contain the following sections:
 - i. Situation - an Introduction or the purpose of the memo
 - ii. Problem (optional) - for example: "Since the move to the new office in Kowloon Bay, staffs have difficulty in finding a nearby place to buy lunch."
 - iii. Solution (optional) - for example: "Providing a microwave oven in the pantry would enable staff to bring in their own lunchboxes and reheat their food."
 - iv. Action - this may be the same as the solution, or be the part of the solution that the receiver needs to carry out; e.g. "we would appreciate it if you could authorise up to AED3,000"
 - v. Politeness - to avoid the receiver refusing to take the action you want, it is important to end with a polite expression; e.g. "Once again, thank you for your support.", or more informally "Thanks".
- Signature

Write a memo to inform the faculty and staff members of Al Falah University about upcoming Ramadan Timings and university schedule.

(In this memo you will start with greeting for the month of Ramadan then focus on the exact days, office timings, information to be provided to the students and a polite closing.)

Email Etiquettes

Why is Email Etiquette Important?

- ▶ We interact more and more with the written word all the time
- ▶ Without immediate feedback from the reader, it's easy to be misunderstood
- ▶ Email is still a formal correspondence

The Basics

- ▶ *Think twice about whether or not the content of your email is appropriate for virtual correspondence - once you hit Send, anyone might be able to read it*
- ▶ Respond to emails within the same time span you would a phone call
- ▶ Use a professional font, not decorative
- ▶ Use punctuations correctly
- ▶ Be cautious about sending personal information
- ▶ Follow the chain of command

Subject

- ▶ Should be meaningful
- ▶ Should give your reader an idea of the content of the email
- ▶ Should be appropriate, because anyone can look at the subject, even if the recipient chooses not to open the message

Responding

- ▶ Try to respond in the same time frame you would respond with a phone call
- ▶ Be conscious of responding to the sender or *Reply to all*
 - Do not overuse *Reply to all*
- ▶ Be conscious of your recipient
- ▶ Don't expect an immediate response

Tone

- ▶ Write in a positive tone
- ▶ *When I complete the assignment versus If I complete the assignment*
- ▶ Avoid using negative words
- ▶ Use smiles ☺, winks ;-), and other graphical symbols only when appropriate
- ▶ Use contractions to add a friendly tone (only if applicable)
- ▶ Use **please** and **thank you**

Content

- ▶ Check your grammar and spelling before sending
- ▶ Use proper structure and layout
- ▶ Be efficient
 - Emails that get to the point are much more effective
- ▶ Address all the questions or concerns to avoid delays
- ▶ Read the email before you send it
- ▶ Plz Don't Abbrvt.
- ▶ Try to keep the email brief (one screen length)
- ▶ Don't use all capitals
- ▶ Don't leave irrelevant information

Signature

- ▶ Identify yourself (name, designation)
- ▶ Keep it short
- ▶ Add space between **Valediction** and **Signature**



Formal Letters

Writing Formal Letters Generally

Greetings:

Dear Sir

Dear Mr Brown

Dear Madam

Dear Ms Jones

Dear Sir/Madam

Reason for writing:

I am writing in response to your article/advertisement/letter

I am writing with regard to your article/advertisement/letter

I am writing regarding your article/advertisement/letter

Ending the letter:

I look forward to receiving your reply

Yours faithfully

I look forward to your reply

Yours sincerely

I look to hearing from you

Writing Formal Letters to Complain:

Reason for writing

I am writing in order to complain about

I am writing to complain about

Introducing the complaint:

Firstly

The first thing I would like to draw your attention to is

In the first place

My first concern is

First of all

My first complaint is

The first problem is

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Introducing further complaints:

Secondly

In addition to this

In the second place

Added to this

Not onlybut also

.....was also unacceptable

In addition

Demanding action:

I suggest that you replace the item

I would be grateful if my money was refunded

I therefore suggest that I be given a full refund

I would be grateful if you could give me a full refund

Ending the letter:

I look forward to hearing from you

I look forward to receiving a replacement

I look forward to receiving a full refund

I look forward to receiving your explanation

Writing formal letters to make suggestions:

Reason for writing:

I am writing to suggest

I am writing to offer suggestions

I am writing to arrange

I am writing make arrangements

Making first suggestion:

My first suggestion is

I would like to suggest

First of all I suggest

Making further suggestions:

Another possibility is

I would further suggest

A further possibility is

Secondly

I further suggest

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Offering a choice:

Would you therefore mind choosing
between?

Either.....or

You might choose either Or

Writing formal letters to request information

Reason for writing:

I am writing to receive further
information about

I am writing to receive more detailed
information about

I am writing to enquire about

I am writing to receive further details
about

Requesting first piece of information:

The first thing I would like to know is

First of all I would like to know

I wonder if you would mind telling me first of all?

Requesting further information:

Could you also tell me....?

Do you know?

Could you also inform me?

I would also like to know if

Would you also mind informing me?

I would also like to know whether

Would you also mind telling me?

I hope you might also let me know about

...

Thanking for information:

I would like to thank you in advance for this information

Thanking you in advance for this information

Thanking you in advance

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Writing formal letters to give information:

Reason for writing:

I am writing to inform you about

I am writing to provide you with information about

I am writing to let you know that

Providing first point:

The first thing I would like to inform you of is

The first thing I wish to inform you of is

I would like to begin by informing you

The first thing I would like to tell you is

Providing further points:

I would also like to let you know that

It might also be useful for you to know that

I would also like to inform you that

Another piece of information that might be useful

You might also find the following information useful

Ending the letter:

If you require further information, please do not hesitate to ask

If I can be of further assistance, please do not hesitate to ask

I will willingly provide further information on request

I am at your disposal should you require further information

I am at your disposal should you need further assistance

Please do not hesitate to ask should you require further information

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Writing formal letters to request permission

Reason for writing:

I am writing to ask permission for
I I am writing to ask permission to
am writing to request permission to

I am writing to request permission for
I am writing to ask if I might

Making first request:

Firstly I wonder if you would
First of all I wonder whether you would
mind

The first request I would like you to
consider is

Making further requests:

I would be grateful if you would also
consider
I wonder if it might be possible for me to

I would also like to request permission for
I would also like to request permission to

Thanking for permission

Many thanks for kindly considering my requests
Thank you for considering my requests