

Planning Business Messages

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The Three-Step Process

Planning	Writing	Completing
Analyze Situation	Adapt to the Audience	Revise
Gather Information		Produce
Select Medium	Compose the Message	Proofread
Get Organized		Distribute


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Optimize Your Time

Planning Messages	
Writing Messages	
Completing Messages	

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Analyze the Situation



Define Your Purpose

Profile Your Audience


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Define Your Purpose

General	Specific
Information	Outcomes
Persuasion	Timing and Realism
Collaboration	Acceptability

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Profile Your Audience




Primary Members

Size and location

Composition

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Profile Your Audience



Knowledge Level
Expectations
Probable Reaction

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Gather Information

Informal Methods

Viewpoints of Others	Company Documents and Reports	Supervisors, Colleagues, and Customers	Audience Input
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Provide Information



Accurate
Ethical
Pertinent

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Selecting the Medium

	Oral Media
	Written Media
	Visual Media
	Electronic Media

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Oral Communication

	• Conversations
	• Interviews
	• Speeches
	• Presentations
	• Meetings


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Analysis of Oral Media

Advantages	Disadvantages
• Immediate feedback	• Limited participation
• Ease of interaction	• May not be permanent
• Rich non-verbal cues	• Reduced control
• Emotional content	• No editing or revision

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Written Communication



Memos

Letters

Reports

Proposals

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Analysis of Written Media

Advantages	Disadvantages
<ul style="list-style-type: none"> •Planning and control •Permanent record •Audience reach •Minimal distortion 	<ul style="list-style-type: none"> •Delayed feedback •Few nonverbal cues •Distribution issues •Preparation time

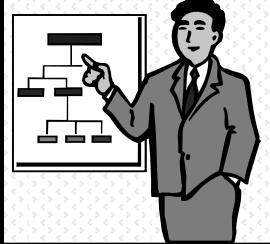
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Visual Communication

Charts

Graphs

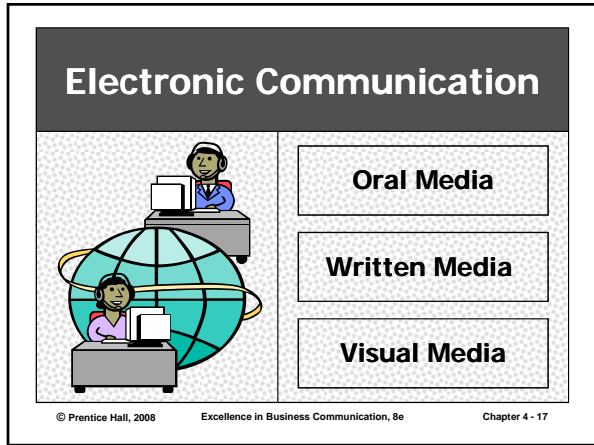
Diagrams



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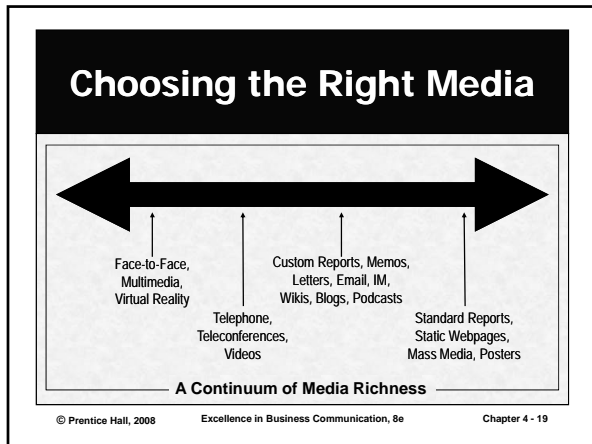
Analysis of Visual Media	
Advantages	Disadvantages
<ul style="list-style-type: none"> •Ease communication •Reduce complexity •Expedite understanding •Assist the audience 	<ul style="list-style-type: none"> •Artistic skills •Preparation time •Technical requirements •Transmitting and storing

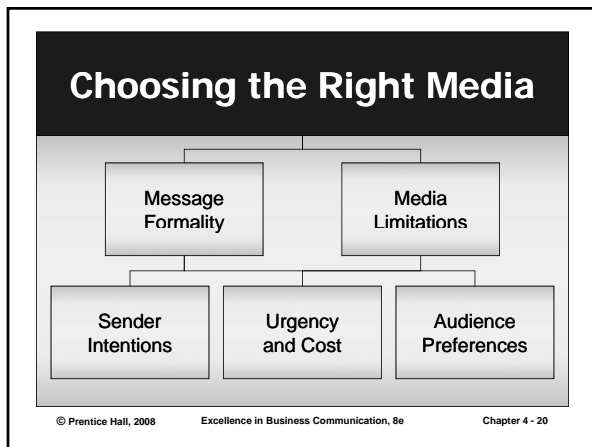
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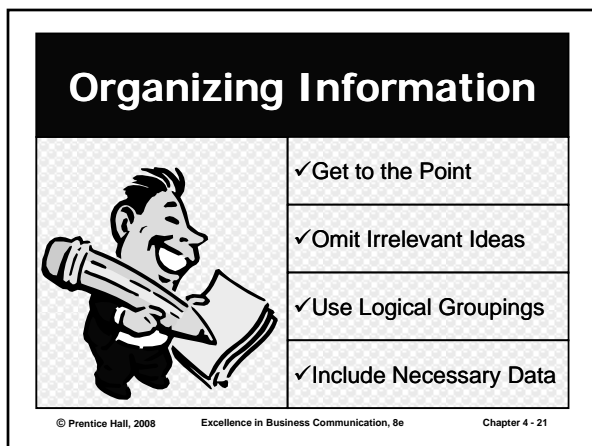


Analysis of Electronic Media	
Advantages	Disadvantages
<ul style="list-style-type: none"> •Delivery speed •Audience reach •Multimedia formats •Accessibility/openness 	<ul style="list-style-type: none"> •Easy to overuse •Security threats •Privacy concerns •Productivity issues

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Importance of Organization

- Promote Productivity
- Boost Understanding
- Increase Acceptance
- Save Audience Time




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Define Topic and Main Idea

General Purpose	Specific Purpose	Topic	Main Idea
To Inform	Teach customer service department how to file insurance claims.	Insurance Claims	Proper filing of claims saves time and money.
To Persuade	Convince managers to increase spending on research and development.	R&D Funding	Competitors outspend us on research and development.
To Collaborate	Solicit ideas for incentive plan that ties wages to profits.	Incentive Pay	Linking wages to profits motivates workers.

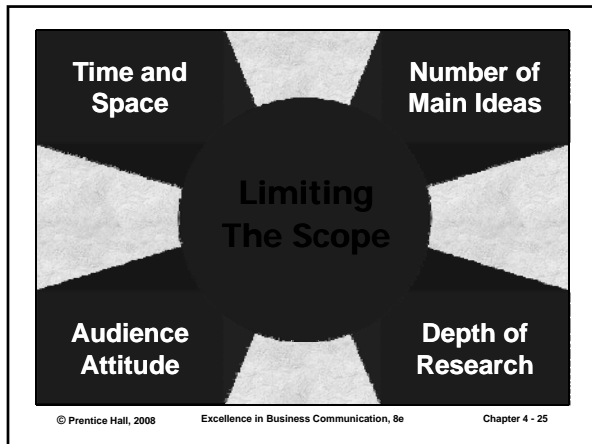
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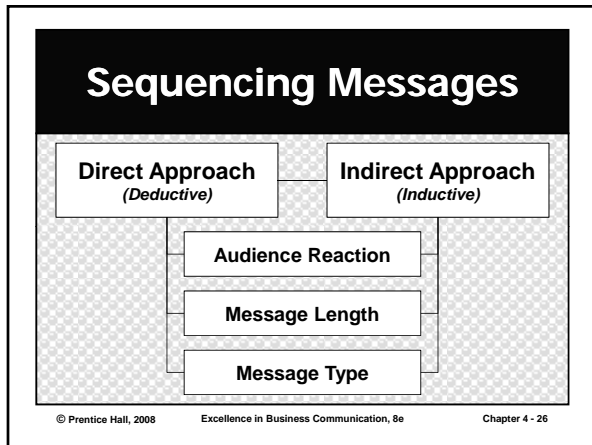
Generating Ideas



- Brainstorming
- Mind Mapping
- Storyteller's Tour
- Journalistic Approach
- Question-Answer Chain

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Choosing the Approach

Audience Reaction	Eager/Interested/Pleased/Neutral	Displeased	Uninterested/Unwilling
Message Opening	Main idea, good news, or request	Neutral buffer statement	Attention-getting statement/question
Message Body	Necessary details	Reasons/justification, bad news, positive suggestion	Arousing interest, building desire
Message Closing	Cordial comment or statement about specific action	Cordial close	Request for action

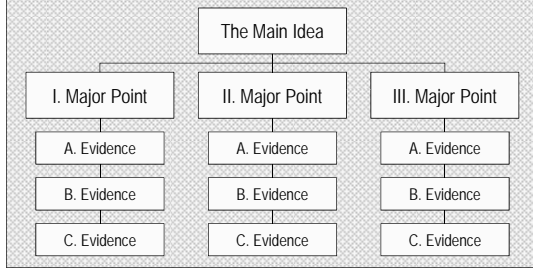
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Outlining Content

Alphanumeric	Decimal
I. First Major Part	1.0 First Major Part
A. First subpoint	1.1 First subpoint
B. Second subpoint	1.2 Second subpoint
1. Evidence	1.2.1 Evidence
2. Evidence	1.2.2 Evidence
C. Third subpoint	1.3 Third subpoint
II. Second Major Point	2.0 Second Major Point
A. First subpoint	2.1 First subpoint
B. Second subpoint	2.2 Second subpoint

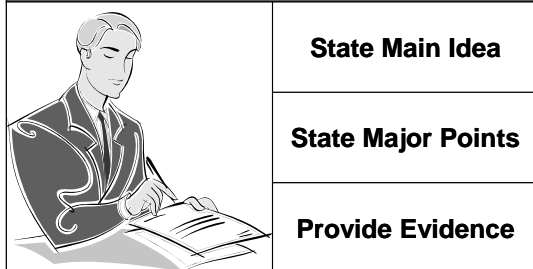
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Organization Chart Outlines



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Basic Message Structure



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