Planning Spoken and Written Messages

*Business Communication, 15e*
Lehman and DuFrene
Process for Planning and Preparing Spoken and Written Messages

**CHAPTER 3**

**STEP 1**
Determine the purpose and select an appropriate channel

**STEP 2**
Envision the audience

**STEP 3**
Adapt the message to the audience's needs and concerns

**STEP 4**
Organize the message

**CHAPTER 4**

**STEP 5**
Prepare the first draft

**STEP 6**
Revise and proofread for accuracy and desired impact

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Step 1a: Determine the Purpose of the Message

What do you hope to accomplish with the message?

- Get information
- Answer a question
- Accept an offer
- Deny a request
- Seek support for or sell a product or idea
- Apologize
### Step 1b: Select a Channel

<table>
<thead>
<tr>
<th>Situation</th>
<th>Channel/Justification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tell a customer damaged merchandise will be replaced</td>
<td><strong>Telephone or face-to-face:</strong> Lends importance to the message; more personal</td>
</tr>
<tr>
<td>Notify a sales rep of job termination</td>
<td><strong>Face-to-face:</strong> Lends importance to the message; tells employee, “You matter.”</td>
</tr>
<tr>
<td>Inform employees of a new Internet usage policy</td>
<td><strong>Email:</strong> Routine matter; mass distribution</td>
</tr>
</tbody>
</table>
Step 2: Envision the Audience

What should you learn about your audience?

- Age
- Economic level
- Education and work background
- Needs and concerns
- Rapport
- Expectations
Step 3: Adapt the Message to the Audience

- Focus on the ____________ point of view
- Communicate ________ and ____________
- Build and protect __________
- Use ______________ language
- Use ________, informal words
- Project a positive, ________ tone
- Write ____________
### Focus on Receiver’s Viewpoint

<table>
<thead>
<tr>
<th>&quot;Me&quot; Attitude</th>
<th>&quot;You&quot; Attitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to congratulate you on your award.</td>
<td>Congratulations! You are the Employee of the Year.</td>
</tr>
<tr>
<td>I am interested in ordering . . .</td>
<td>Please send me . . . (You is the understood subject.)</td>
</tr>
<tr>
<td>I give you permission to take an extra day of vacation.</td>
<td>You earned an extra day of vacation because of your performance.</td>
</tr>
</tbody>
</table>
Communicate Ethically and Responsibly

- State information as truthfully and fairly as possible
- Do not exaggerate facts
- Express ideas understandably
- Support viewpoint with facts
- State ideas with consideration that preserves receiver’s self-worth
- Design honest graphics
Build and Protect Goodwill

- Use ___________ cautiously
- Avoid _______________ or demeaning expressions
- Use ___________ tone cautiously
- Use _________ language appropriately
- Use _________ language
Use Contemporary Language and Simple Words

- Eliminate outdated expressions
- Eliminate clichés
- Choose simple, informal words
Write Concisely

- Eliminate redundancies
- Use active voice
- Include only relevant details
- Eliminate clichés
- Do not restate ideas
- Tighten using prefixes, suffixes, and compound adjectives
Project a Positive, Tactful Tone

• State ideas using _________ language

• Avoid using _________ person when stating negative ideas

• Use _________ voice to convey negative ideas

• Use ____________ mood to de-emphasize negative ideas

• Include a _________ idea in the same sentence with a _________ one
Step 4: Select an Outline for Spoken and Written Messages

**STEP 1**
Determine the central idea to be conveyed in the message.

**STEP 2**
Predict the reaction of the reader to the central idea:
- A. Pleased/Interested
- B. Displeased/Not interested

**STEP 3**
Choose an appropriate outline.

**DEDUCTIVE APPROACH**
- Predicted audience reaction: Pleased or Interested
- Sequence: Main idea followed by details

**INDUCTIVE APPROACH**
- Predicted audience reaction: Displeased or Not interested
- Sequence: Details followed by main idea
Sender Benefits from Outlining

- Encourages _________ and _________
- Permits ________________ on one phase at a time
- Saves time in ______________ ideas
- Provides a _______________ lift
- Facilitates appropriate __________ of ideas
Receiver Benefits from Outlining

- Makes messages more concise and accurate
- Makes relationships between ideas easier to distinguish and remember
- Promotes a positive reaction to the message and the sender