

Business Writing:  
Principles- Planning  
- Drafting - Revising  
-

Formatting – 3Ps of  
Business writing  
(problem, process,  
product) for

Goodwill messages,  
Routine Messages  
and Negative news  
– Replies - Report

writing -  
Characteristics -  
purpose - Types -  
periodic reports -  
situational report -  
Proposals - Policies  
and procedure -  
Report structure -  
Managing

reports.

## Principles of Business Writing

**Definition:** Business writing refers to any written communication used within an organization or between companies. It aims to communicate information efficiently, clearly, and professionally.

### Key Principles:

**Clarity:** Be clear and to the point to avoid misunderstandings.

**Conciseness:** Avoid unnecessary details and focus on the essential message.

**Correctness:** Use proper grammar, punctuation, and language.

**Courtesy:** Be polite and respectful in tone, even when addressing negative issues.

**Completeness:** Provide all necessary information for the reader to understand and take action.

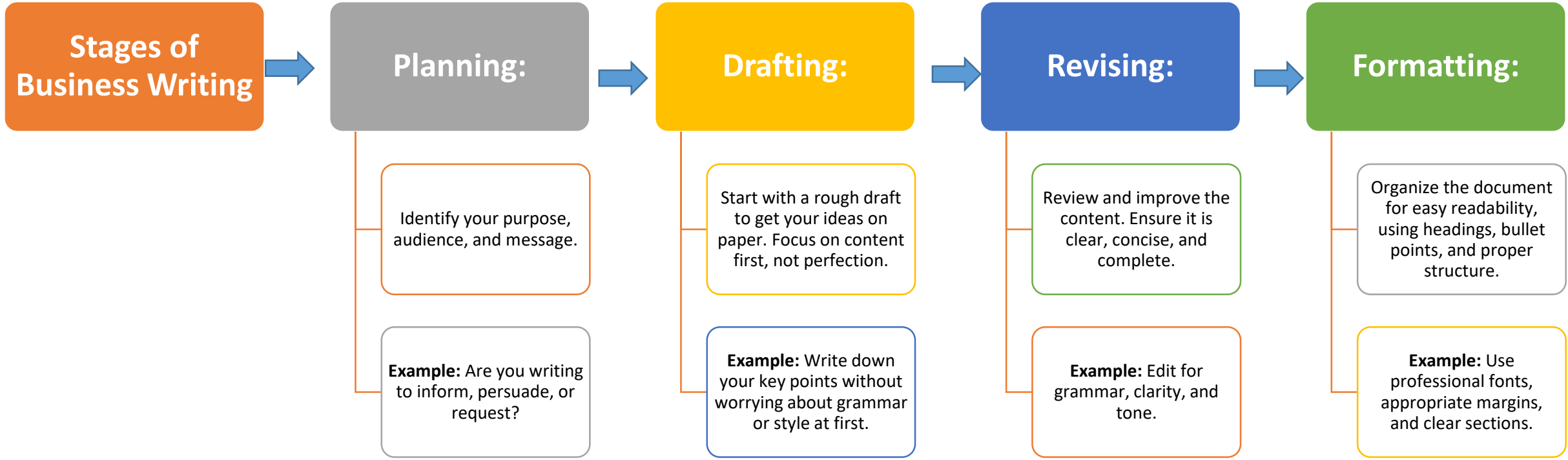
**Consistency:** Maintain uniformity in tone, style, and format across all documents.

## The 3 Ps of Business Writing

**Definition:** The 3Ps (Problem, Process, Product) framework is used to organize business communication, ensuring clarity and purpose.

**Use:** This framework ensures the message is structured logically and is easy for the reader to follow.

- **Problem:** Begin by identifying the issue that needs to be addressed.
  - Example: "We've noticed a decline in customer satisfaction in the past quarter."
- **Process:** Outline the steps taken to address the problem.
  - Example: "To resolve this, we conducted surveys and reviewed feedback."
- **Product:** Conclude with the outcome or solution.
  - Example: "As a result, we have implemented a new customer service training program."



## Goodwill Messages

**Definition:** Goodwill messages are written to express appreciation, congratulations, or sympathy. They build and maintain positive relationships.

### Types of Goodwill Messages:

- **Congratulatory Messages:** "Congratulations on your promotion!"
- **Thank You Notes:** "Thank you for your prompt response to our inquiry."
- **Sympathy Notes:** "I'm deeply sorry to hear about your loss."

### Characteristics:

- Positive, encouraging, and empathetic tone.
- Sent timely to strengthen business relationships.
- Should be personalized to show sincerity.

## Routine Messages

**Definition:** Routine messages are common and non-urgent communications that involve daily tasks, requests, or information sharing.

### Examples:

- Requesting information: "Could you please send me the latest financial reports?"
- Giving instructions: "Please ensure the report is submitted by Friday."

### Structure of Routine Messages:

- **Opening:** State the purpose clearly (e.g., "I am writing to request...").
- **Body:** Provide details and context.
- **Closing:** Summarize the request or action needed (e.g., "I look forward to your response").

## Negative News Messages

**Definition:** Negative news messages communicate information that might disappoint or upset the reader, such as rejection, delays, or errors.

### Structure of Negative News Messages:

- **Buffer:** Start with a neutral or positive statement to soften the blow.
  - Example: "Thank you for your interest in our company."
- **Explanation:** Provide reasons for the negative news without placing blame.
  - Example: "Due to unforeseen circumstances, we are unable to approve your request."
- **Bad News:** Deliver the news itself.
  - Example: "Unfortunately, we are unable to meet the deadline."
- **Closing:** End on a positive note, offering alternatives or expressing goodwill.
  - Example: "We value your business and look forward to collaborating on future projects."

**Tip:** Always maintain a respectful and empathetic tone.

# Report Writing - Characteristics and Purpose

## Characteristics of a Good Report:

**Clear and Concise:** Avoid unnecessary details; stick to the relevant facts.

**Objective and Impartial:** Provide information without bias.

**Well-Structured:** Logical flow of sections for easy reading and understanding.

## Purpose of Reports:

To inform, analyze, or propose recommendations based on research.

Reports are often used to document findings, track progress, or make decisions.

**Example:** A progress report might summarize the completion of tasks, challenges faced, and next steps.



## Types of Reports

### Periodic Reports:

**Definition:** Reports that are produced on a regular schedule (e.g., weekly, monthly, quarterly).

**Examples:** Sales performance reports, financial reports, or monthly project updates.

### Situational Reports:

**Definition:** Reports written in response to a specific situation or event.

**Examples:** Incident reports, crisis management reports, or ad-hoc research reports.

**Tip:** Understand the frequency and scope of your report before you start drafting

# Proposals, Policies, and Procedures

## Proposals:

- **Definition:** Proposals suggest solutions to problems or offer plans for consideration.
- **Example:** "This proposal outlines a new marketing strategy to increase brand awareness."
- **Structure:** Introduction, Problem/Opportunity, Proposed Solution, Benefits, Conclusion.

## Policies:

- **Definition:** Formal documents that outline the principles and guidelines for action.
- **Example:** "This policy outlines the guidelines for employee conduct and ethics."
- **Purpose:** Provides structure and consistency in decision-making.

## Procedures:

- **Definition:** Step-by-step instructions on how to accomplish a specific task.
- **Example:** "This procedure explains how to submit a vacation request."
- **Purpose:** Ensures consistent and efficient execution of tasks.

## Report Structure

## Common Structure of a Report:

- **Title Page:** Includes the report's title, date, and author(s).
- **Executive Summary:** A brief overview of the report's main points, findings, and recommendations.
- **Table of Contents:** A list of the report's sections and subsections.
- **Introduction:** Describes the report's purpose and scope.
- **Methodology:** Details the research or analysis process used in the report.
- **Findings/Results:** Presents the data or information collected.
- **Conclusion:** Summarizes the findings and offers insights.
- **Recommendations:** Provides suggested actions or solutions based on the findings.
- **Appendices:** Includes additional data, charts, or documents referenced in the report.

# Managing Reports

## Managing Reports in the Workplace:

- **Timely Submission:** Ensure reports are submitted on time to maintain workflow and decision-making processes.
- **Clarity and Conciseness:** Focus on presenting the information in a clear, concise, and easy-to-understand format.
- **Appropriate Audience:** Tailor reports to the needs and understanding of the audience.
- **Examples of Report Management:**
  - Ensure key stakeholders receive the appropriate report (e.g., finance reports for the CFO).
  - Use project management software to track report deadlines and progress.