



Direct Request, Positive Letters and e-mail

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Benefit Writing Email and Memo



Developing skill in writing e-mail messages and memos brings you two important benefits:

- ✦ Dokumen yang ditulis dengan baik dapat **mencapai tujuan** yg diharapkan. Mereka menciptakan goodwill dengan berhati-hati, peduli, dan jelas
- ✦ Pesan internal yang ditulis dengan baik **meningkatkan citra diri** anda dalam organisasi.

Applying the Writing Process to E-Mail Messages and Memos


Phase 1: Analysis, Anticipation, and Adaptation

- ✦ Apakah saya memang **perlu menulis email atau memo**?
- ✦ Apakah saya harus mengirimkan **email atau hard copy memo**?
- ✦ **Kenapa saya menulis** email/memo? Apa yang saya **harapkan** dari pembaca/penerima?
- ✦ Bagaimana **reaksi pembaca**? Memvisualisasikan pembaca dan efek yg diberikan oleh pesan yg kita sampaikan.
- ✦ Bagaimana cara saya **menghemat waktu pembaca** dalam membaca pesan?

Phase 2: Research, Organization, and Composition

- ✦ Hal pertama yg dilakukan adalah **cek file atau data, mengumpulkan dokumentasi dan menyiapkan pesan** yg akan disampaikan.
- ✦ Membuat **outline** atau **poin-poin** yang ingin disampaikan.
- ✦ **Menyusun pesan** dengan hati-hati dan menghindari kesalahan.

Applying the Writing Process to E-Mail Messages and Memos



Phase 3: Revision, Proofreading, and Evaluation

- ✦ **Revisi** dan melihat dari **perspektif pembaca/penerima**. Apakah ide yang disampaikan sudah jelas?
- ✦ Melakukan **koreksi**. Apakah kalimat sudah tepat dan sesuai.
- ✦ Rencanakan **umpan balik/respon**. Bagaimana mengetahui pesan yg disampaikan efektif atau tidak?

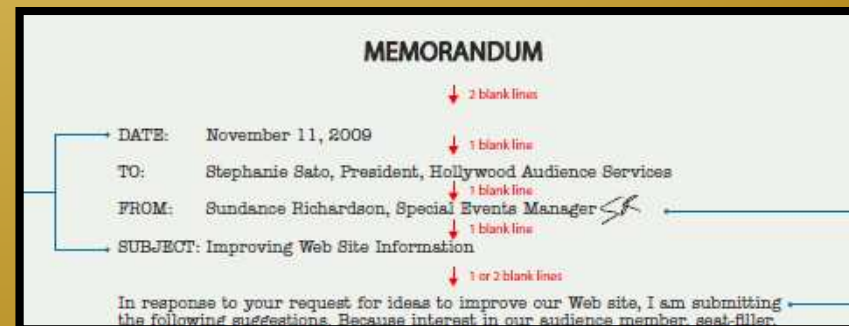
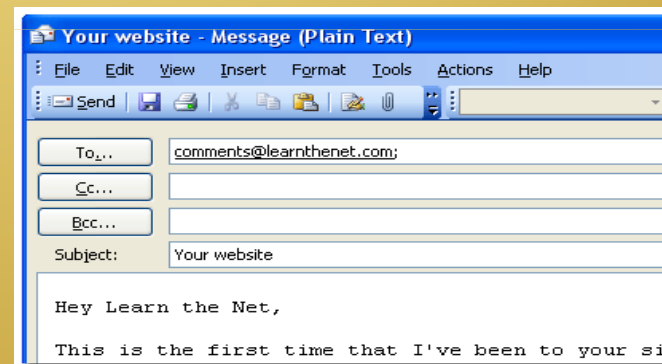
Structuring and Formatting E-Mail Messages and Memos

✦ Whether electronic or hard copy, routine memos generally contain **four parts**:

1. **Subject Line / Perihal** yg merangkum pesan
2. **Opening / Pembukaan**, yg mengungkapkan gagasan utama dgn segera
3. **Body / Tubuh** yg menjelaskan dan mendukung gagasan utama
4. **Closing / Penutupan** yg memberikan informasi, rangkuman pesan atau memberikan pemikiran penutup.

✦ **Baris subjek** meringkas tujuan dari pesan dalam bentuk singkat.

✦ Contoh : “*Staff Meeting Rescheduled for May 12*” rather than “*Staff Meeting*”



Structuring and Formatting E-Mail Messages and Memos

✦ **Opening.** Mulailah dengan **frontloading**, yaitu, mengungkapkan utama ide segera.

✦ Meskipun tujuan dari memo atau e-mail diringkas dalam baris subjek, tujuan yang harus disajikan kembali-dan diperkuat-dalam kalimat pertama.

✦ **Body.** Tubuh memberikan informasi lebih lanjut tentang alasan untuk menulis. Ini menjelaskan dan membahas subjek logis.

✦ Pesan e-mail dan memo yang baik umumnya hanya membahas **satu topik**.

✦ Membatasi topik membantu tindakan penerima pada subjek dan file dengan tepat

Indirect Opening

For the past six months the Human Resources Development Department has been considering changes in our employees' benefit plan.

Direct Opening

Please review the following proposal regarding employees' benefits, and let me know by May 20 if you approve these changes.

Structuring and Formatting E-Mail Messages and Memos

- ✦ **Closing.** Umumnya diakhiri dengan (a) informasi aksi, tanggal, atau tenggat waktu; (b) ringkasan pesan, atau (c) pemikiran penutupan.
- ✦ Penutupan adalah dimana pembaca mencari tenggat waktu dan bahasa tindakan.
- ✦ Contoh: “*Please submit your report by June 15 so that we can have your data before our July planning session.*”
- ✦ Jika tidak menunjukkan tenggat waktu/tindakan maka penutupan sebaiknya menunjukkan “kesimpulan sederhana”
- ✦ *I sincerely appreciate your help or What are your ideas on this proposal?*
- ✦ *Please let me know if I may be of further assistance*
- ✦ *I’m glad to answer your questions or This sounds like a useful project*

Positive Letters Purpose

Primary Purpose	Secondary Purpose
<ul style="list-style-type: none">• To give information or good news to the reader or to reassure the reader• To have the reader read the message, understand it, and view the information positively.• To deemphasize any negative elements	<ul style="list-style-type: none">• To build a good image of the writer• To build a good image of the writer's organization• To cement a good relationship between the writer and reader• To reduce or eliminate future correspondence on the same subject so the message doesn't create more work for the writer

Pesan informatif dan positif [surat atau memo] tidak selamanya pendek. Panjang pendeknya pesan tergantung pada tujuan Anda, kebutuhan audience dan kompleksitas dari situasi yang dihadapinya.

Writing Letters and Memos



- ✦ **Letters** go to someone **outside** your organization,
- ✦ and **memos** go to someone in your own organization.

Memo Describes New

DRAFT

TO: Ruth DiSilvestro, Manager
FROM: Troy Bell, Human Resources
SUBJECT: Job Advertisement Misunderstanding

We had no idea last month when we implemented new hiring procedures that major problems would result. Due to the fact that every department is now placing Internet advertisements for new-hires individually, the difficulties occurred. This cannot continue. Perhaps we did not make it clear at that time, but all newly hired employees who are hired for a position should be requested through this office.

Do not submit your advertisements for new employees directly to an Internet job bank or a newspaper. After writing them, they should be brought to Human Resources, where they will be centralized. You should discuss each ad with one of our counselors. Then we will place the ad at an appropriate Internet site or other publication. If you do not follow these guidelines, chaos will result. You may pick up applicant folders from us the day after the closing date in an ad.

Vague, negative subject line

Fails to pinpoint main idea in opening

New procedure is hard to follow

Uses threats instead of showing benefits to reader

Memo Describes New

REVISION 1

DATE: January 5, 2009

TO: Ruth DiSilvestro, Manager

FROM: Troy Bell, Human Resources *T/B*

SUBJECT: New Job Advertisement Procedure to Fill Openings Faster

Informative,
courteous,
upbeat
subject line

Summarizes
main idea
concisely

You can fill your department job openings faster and more efficiently with a new procedure that will become effective today.

A major problem resulted from the change in hiring procedures implemented last month. Each department was placing job advertisements for new-hires individually, when all such requests should be centralized in this office. To process applications more quickly and efficiently, please follow this new procedure:

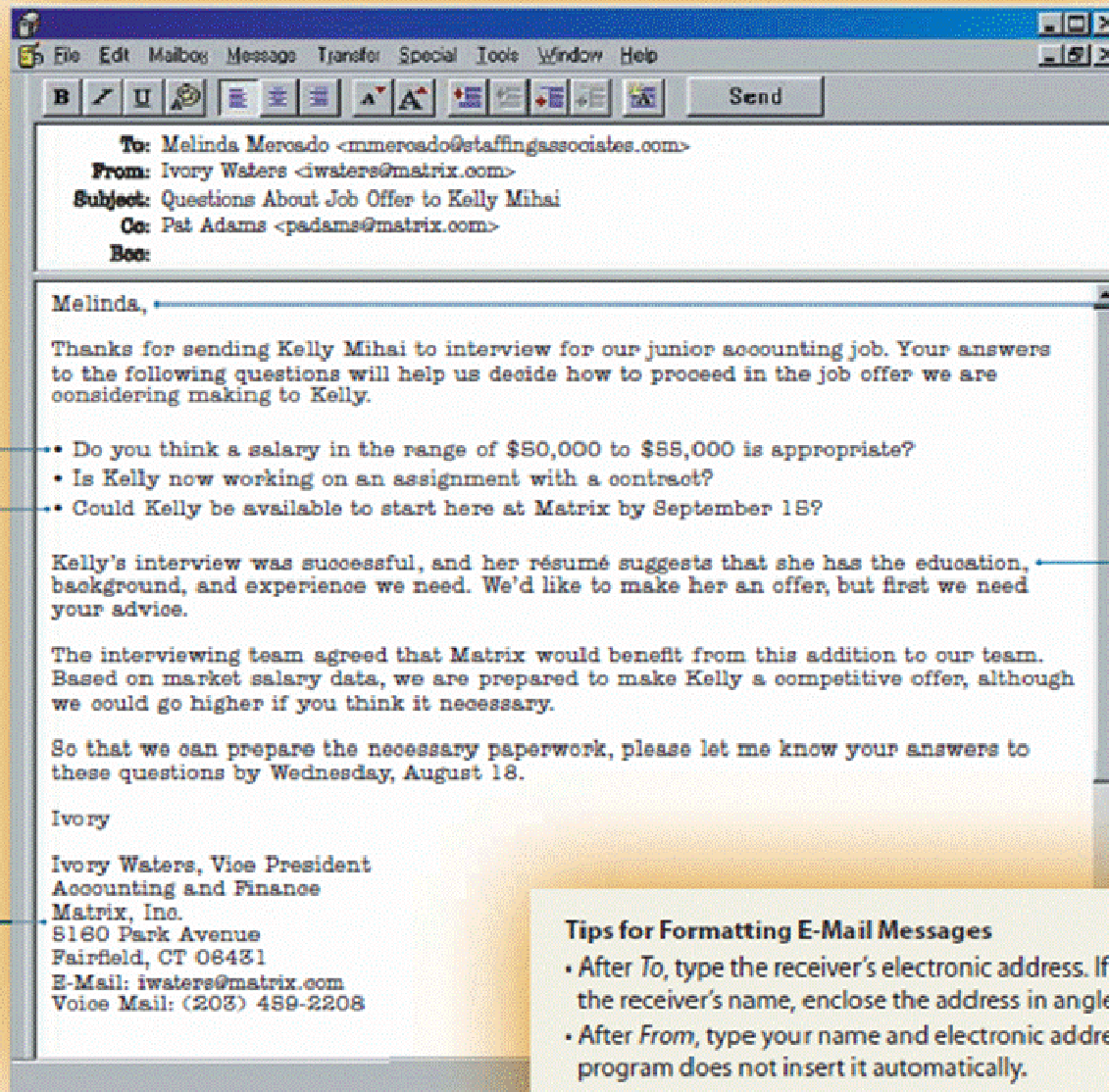
Explains why
change in
procedures
is necessary

Lists easy-to-
follow steps;
starts each
with a verb

1. Write an advertisement for a position in your department.
2. Bring the ad to Human Resources and discuss it with one of our counselors.
3. Let Human Resources place the ad at an appropriate Internet job bank or submit it to a newspaper.
4. Pick up applicant folders from Human Resources the day following the closing date provided in the ad.

Following these guidelines will save you work and will also enable Human Resources to help you fill your openings more quickly. Call Ann Edmonds at Ext. 2505 if you have questions about this procedure.

Closes by
reinforcing
benefits
to reader



Uses bullets to improve readability

Closes with full contact information

Opens with receiver's name to express friendliness and to mark beginning of message

Employs uppercase and lowercase letters instead of all caps or all lowercase

Tips for Formatting E-Mail Messages

- After *To*, type the receiver's electronic address. If you include the receiver's name, enclose the address in angle brackets.
- After *From*, type your name and electronic address, if your program does not insert it automatically.
- After *Subject*, present a clear description of the message.
- Insert the addresses of anyone receiving courtesy or blind copies.
- Include a salutation (such as *Melinda; Hi, Melinda; Greetings*), especially in messages to outsiders.
- Double-space (press *Enter*) between paragraphs.
- Do not type in all caps or in all lowercase letters.
- Include full contact information in the signature block.

↓ 1.5 inches

MEMORANDUM

↓ 2 blank lines

DATE: November 11, 2009
↓ 1 blank line
TO: Stephanie Sato, President, Hollywood Audience Services
↓ 1 blank line
FROM: Sundance Richardson, Special Events Manager *SR*
↓ 1 blank line
SUBJECT: Improving Web Site Information

Aligns all heading words with those following SUBJECT

Includes initials after printed name and title

↓ 1 or 2 blank lines

In response to your request for ideas to improve our Web site, I am submitting the following suggestions. Because interest in our audience member, seat-filler, and usher services is growing constantly, we must use our Web site more strategically. Here are three suggestions.

Provides ragged line endings— not justified

First, our Web site should explain our purpose. We specialize in providing customized and responsive audiences for studio productions and award shows. The Web site should distinguish between audience members and seat-fillers. Audience members have a seat for the entire taping of a TV show. Seat-fillers sit in the empty seats of celebrity presenters or performers so that the front section does not look empty to the home audience.

Leaves side margins of 1.25 inches

Second, I suggest that our Web designer include a listing such as the following so that readers recognize the events and services we provide:

Event	Audience Members Provided Last Year	Seat-Fillers and Ushers Provided Last Year
Daytime Emmy Awards	53	15
Grammy Awards	34	17
Golden Globe Awards	29	22
Screen Actor's Guild Award	33	18
Family Television Awards	62	20
Soul Train Music Awards	48	14
Selected TV shows	669	57

Uses headings, columns, bold, and white space to highlight information

Third, our Web site should provide answers to commonly asked questions such as the following:

- Do audience members or seat-fillers have to pay to attend the event?
- How often do seat-fillers have to move around?
- Will seat-fillers be on television?

Our Web site can be more informative and boost our business if we implement some of these ideas. Are you free to talk about these suggestions at 10 a.m. on Tuesday, November 19?

Omits a closing and signature

Informative Message



- ✦ Berikan berita baik dan ringkaslah topik utamanya. Termasuk tanggal kebijakan diterapkan, persentase, dll.
- ✦ Berikan informasi secara detail, klarifikasi dan latar belakangnya. Jangan mengulang informasi. Berikan semua informasi yang perlu untuk mencapai tujuan
- ✦ Sajikan informasi negatif sepositip mungkin.
- ✦ Terangkan manfaat kebijakan atau prosedur untuk pembaca. Tidak hanya untuk perusahaan. Berikan informasi detail untuk membuat manfaat menjadi jelas bagi pembaca dan yakinkan di dalam surat resmi.
- ✦ Gunakan a goodwill ending : positip, pribadi dan forward-looking.

Menulis Email



E-mail adalah alat yang sangat penting sekali bagi para pekerja. Pembaca bisa membaca dan mereply ke e-mail pengirim dengan cepat. E-mail etiquette:

- ✦ Penggunaan semua huruf besar hanya untuk menekankan saja.
- ✦ Jangan gunakan pesan marah dengan menggunakan e-mail.
- ✦ Kirimkan kepada seseorang hanya pesan yang mereka butuhkan. Kirimkan cc ke atasan Anda jika mereka juga menanyakan hal yang sama.
- ✦ Ketika Anda merespon sebuah e-mail, sertakan hanya bagian pesan yang asli saja yang penting, agar pembaca mengerti posting Anda.
- ✦ Jika kutipan pesan aslinya terlalu panjang, letakkan respon pesan Anda terlebih dahulu, baru materi pesan aslinya.

Bad and Good E-mail Message



Bad E-Mail Subject	Good E-Mail Subject	Tips
To: Peyton Moss From: Gina Jones Subject: Need Help!	To: Peyton Moss From: Gina Jones Subject: Need Help in Writing Job Placement Ad	Expand subject with more information.

Bad E-Mail Response	Good E-Mail Response	Tips
To: Peyton Moss From: Gina Jones Subject: Re: Re: Re: Advertising Our Job Opening Yes, I agree totally!	To: Peyton Moss From: Gina Jones Subject: Re: Re: Re: Advertising Our Job Opening Yes, I agree that our first choice should be an online listing at Monster.com.	Provide context to orient reader, which is especially helpful in messages with many replies and multiperson conversations.

Bad and Good E-mail Message

Bad E-Mail Instructions	Good E-Mail Instructions	Tips
<p>To: Haley Krebs, Brandon Kim, Nicole Sanchez From: Gina Jones Subject: Relocation Options Ready for Your Analysis</p> <p>Please analyze the four possible relocation sites recommended by our consultants in the attached file. Your written reactions by May 1 will enable us to make a presentation to management by the middle of the month</p>	<p>To: Haley Krebs, Brandon Kim, Nicole Sanchez From: Gina Jones Subject: Relocation Options Ready for Your Analysis</p> <p>Please analyze the four possible relocation sites recommended by our consultants in the attached file. Your written reactions by May 1 will enable us to make a presentation to management by the middle of the month.</p> <p>HALEY: DECISION NEEDED. Check the footage available for office space in each option.</p> <p>BRANDON: FYI, if we move forward, your project will be delayed.</p> <p>NICOLE: PLEASE CONFIRM. Do these four locations meet all the specifications you submitted?</p>	<p>Send general message to coworkers but include individual action requests to be sure everyone understands specific assignment or ramifications of message.</p>

Bad and Good E-mail Message

Bad Use of Bcc	Good E-Mails	Tips
<p>To: Peyton Moss From: Gina Jones Subject: Conference Thursday at 2 p.m. Bcc: Sabrina</p> <p>Please attend the conference tomorrow (Thursday) at 2 p.m.</p>	<p>To: Peyton Moss From: Gina Jones Subject: Conference Thursday at 2 p.m.</p> <p>Peyton, please attend the conference tomorrow (Thursday) at 2 p.m.</p> <p>To: Sabrina From: Gina Subject: Reserve Conference Room Thursday at 2 p.m.</p> <p>Please reserve the conference room for Peyton and me tomorrow (Thursday) at 2 p.m.</p>	<p>Send two messages because naming someone in a "bcc" may not sufficiently explain why that person is being copied.</p>

Group Assessment

Departemen Pembelian bertugas menangani pembelian barang pada perusahaan keluarga yang baru berkembang. Pesanan pembelian barang biasanya dilakukan secara tertulis pada formulir tertentu.

Pemilik perusahaan ingin memberlakukan prosedur standar dalam proses pemesanan pembelian barang.

Formulir pemesanan pembelian dapat diunduh oleh karyawan melalui intranet perusahaan.

Untuk mempercepat proses pemesanan, pegawai harus terlebih dahulu mengisi formulir pemesanan. Data yang harus diisi adalah: tanggal, jumlah, nomor katalog, deskriptif barang, alamat vendor, alamat pengiriman, dan metode pengiriman.

Departemen pembelian harus menerima rekap asli formulir tersebut, dan rekap aslinya harus disimpan oleh pegawai tersebut. Formulir ini harus ditanda tangani oleh manajer anggaran terlebih dahulu sebelum dikirimkan.

Tugas : sebagai asisten manajer departemen pembelian, anda bertugas untuk menulis memo kepada seluruh karyawan untuk menginformasikan prosedur baru ini .