

Faculty of Liberal Arts & Professional Studies
Internationally Educated Professionals Bridging Program



Professional Communication in a Canadian Context

A Strategic Approach



redefine THE POSSIBLE.





Objectives

- To understand the communication process
- To recognize key elements of effective communication
- To establish a strategic approach to writing
- To learn to structure for results



What's your goal?

- What do you want to achieve?
 - To inform
 - Convey information, make an announcement, acknowledge performance
 - Reader response = I understand (no action)
 - To persuade
 - Sell a product/idea, get approval, give instructions, request assistance, change a process
 - Reader response = I'll do it (take action)



The Communication Spectrum

Tell



Sell

- Facts
- Events
(tangibles)
- Direct
- Definite
- Economical

Reports

- Ideas
- Concepts
(intangibles)
- Persuasive
- Convincing
- Eloquent

Requests/Proposals



Evaluating Communication

The pension plan will now cover contract employees.
Effective date: January 1, 20xx.

Arrangements have been approved by the Executive Committee and the rates are shown in the attached Schedule.

Previous service can be counted but it's optional; details will be released in mid-December. A lump sum payment or additional contributions will be necessary. Employees' contributions will be deducted automatically from January 12. You don't have to apply. This will be done by the Payroll Department.



Evaluating Communication

Starting May 28, I want you to delay the start of lunch hour for employees in your department until 12:30pm.



Communication Model

Tell ↔ Someone ↔ Something



Three Readers

Manager

Colleague

Organizers

Format

Content

Style



Who is your audience?

- A nalysis
- U nderstanding
- D emographics
- I nterests
- E nvironment
- N eeds
- C ustomization
- E xpectations



What's your strategy?

- Engage your reader
- Get to the point
- Provide context
- Explain details
- Show benefits
- Close with action

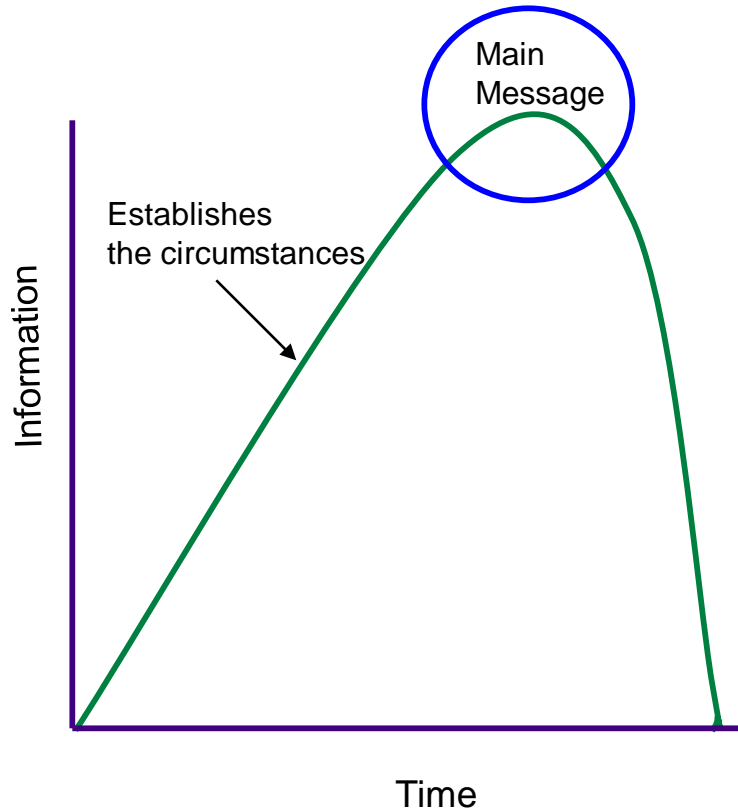


Engage your Reader

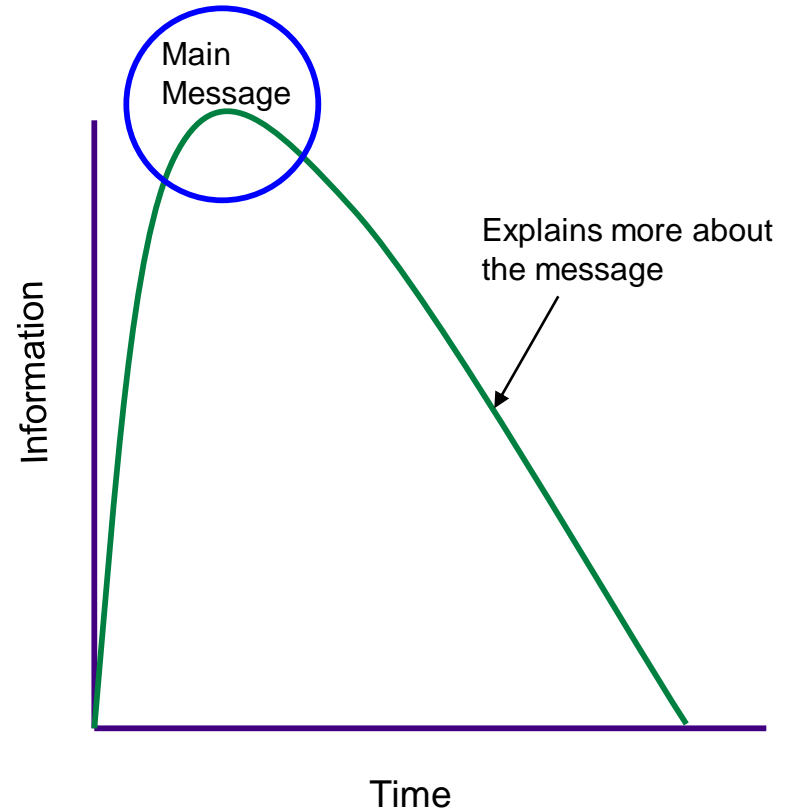
- Focus your message
 - Identify reader's concerns
 - Why should I read this?
 - Convey the main message
 - What do you want?
 - Get to the point
 - What's the bottom line?



Building the Message



Climactic method



Immediate Method



What is the Point?

We have received your inquiry regarding the clients who have not received their letter with password information to access their Strategic Investments client statements. We have investigated this matter thoroughly and can provide the following explanation:

What have you found out?



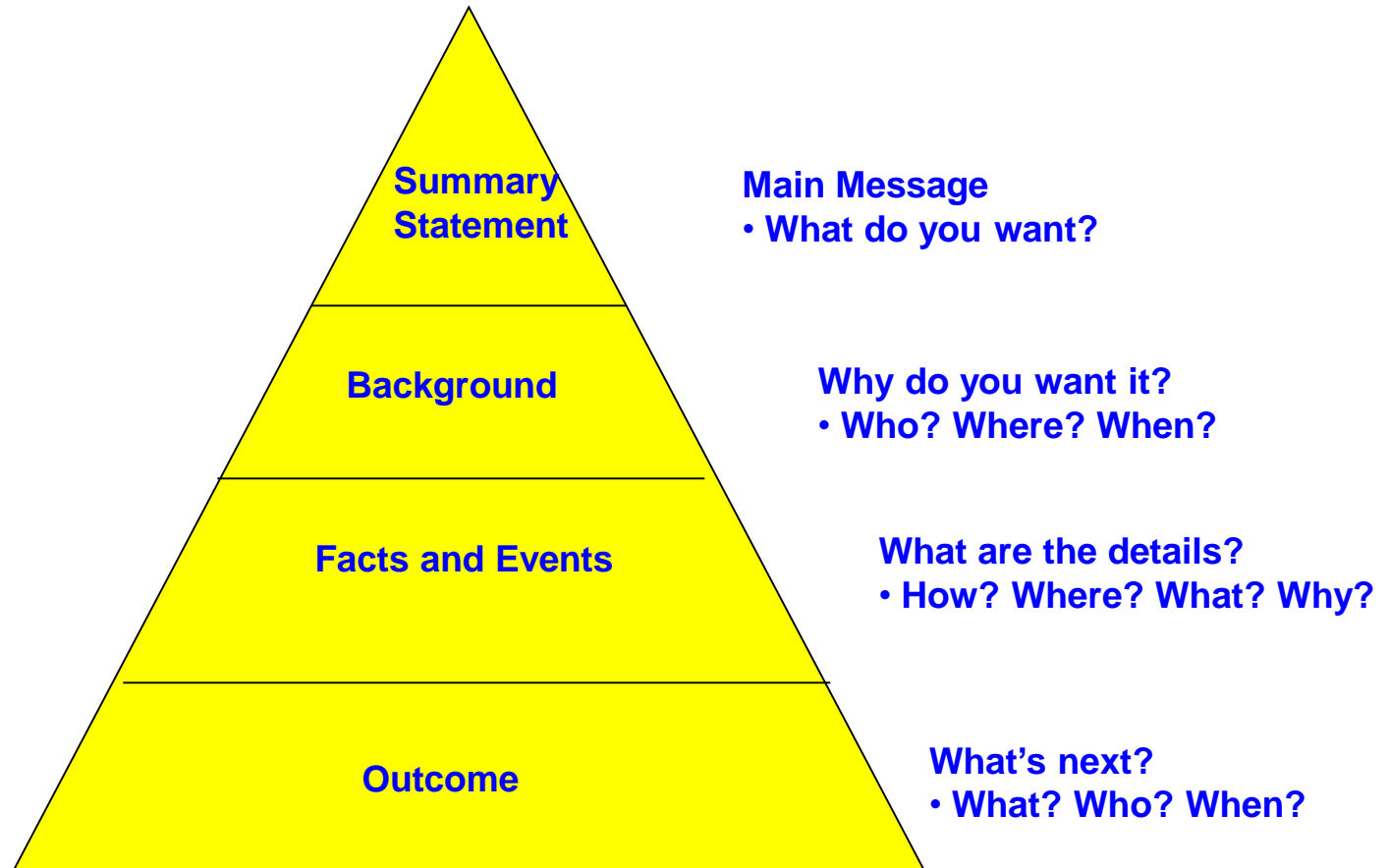
What is the Point?

(You need to know that) Unfortunately, Brad Pitt and Angelina Jolie did not receive letters with password information to access Strategic Investments client statements because their names did not appear on the client list in the MoneyTracker system.

Please add their names to MoneyTracker so that they will receive the information they need by following these instructions:



The Writer's Pyramid





Getting Started

1. Establish your goal
 - What outcome do you want/need?
2. Identify the reader(s)
 - Who needs to know/respond/act?
3. Brainstorm the pyramid headings
 - In order if simple; flexibly if complex
4. Create a strategy
 - Sort (add, delete, move, organize)



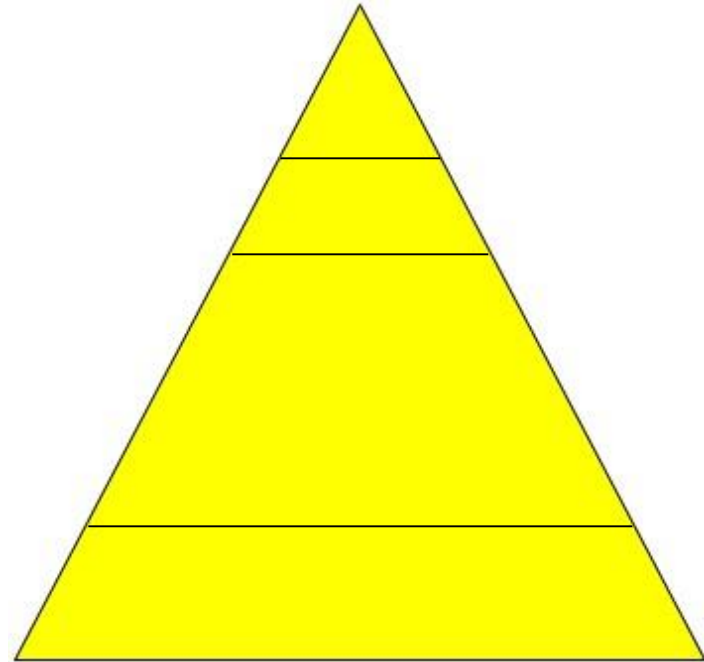
A Situation

- You have ordered stationery from ABC Printing for your company, Acme Floral
- You have been a regular client of ABC for years
- The estimate for the work was high, but their work has always been very good
- When you review the proofs, you find that “Floral” appears as “Florall”
- You inform them of the mistake
- You receive the finished product, but now the company name is “Flora”
- You need the name of your company spelled correctly on your stationery



Use the Writer's Pyramid

- Main Message
- Background
- Details
- Action





Completing the Process

5. Write for the reader
 - Anticipate questions/response/resistance
 - Aim for continuity +clarity; don't stop to struggle
6. Rest
 - Gain distance from your work
7. Read
 - Read aloud from screen or printed document
8. Revise
 - Consider content, clarity, brevity, accuracy, simplicity, continuity, tone, style
 - Spell-check



Revise the Draft

It has come to our attention that there seems to be a problem with the printing of the stationery you delivered to us on April 5. You'd better fix it or else!

You put the word "Flora" in our company name instead of "Floral." We know it is your fault, because when we checked the proofs, we noticed you had spelled it as "Florall" and we told you to delete the second "l" but you must have deleted both instead so we think you should fix it if you can or if not your gonna have to reprint them at your own expense because we won't pay!!!



Key Learnings

- Identify your Goal
- Assess your Audience
- Organize with the Writer's Pyramid
- Get to the Point
- Follow the Writing Process