

MODULE 3: FOUNDATIONAL WORK SKILLS

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Writing Effectively

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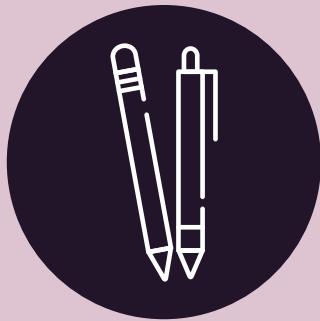
What does effective communication mean?

Why is effective communication important?



XXX.

When is effective writing and communication most useful?



How can we improve our writing skills?

What steps can we take to write more effectively?



What is effective communication?

- Expressing your needs clearly and precisely
- Understanding what is required of you
- Asking for any information you might need
- Understanding any information that is given to you

Why is this important?

When communication is effective, everyone involved is satisfied and feels accomplished.

When information is clearly delivered, there is less room to misunderstand or alter that information, which decreases the potential for conflict.



When do we need to write and communicate effectively?

- Effective communication is a useful skill in all parts of our life, both personal and professional.
- In our personal lives, communicating effectively can help us:
 - making appointments
 - filing paperwork and documentation
 - asking for assistance.
- In our professional lives, communicating effectively is absolutely essential.
 - Have you understood a task that has been given to you?
 - Do you understand any feedback that has been given to you?
 - If no, have you asked for clarification in the clearest terms?
 - Have you asked for what you need to complete your tasks?
- Effective written communication is an important skill in addition to verbal communication.
 - Follow up conversations with written confirmation
 - Keep a clear record of what has been said and why
 - Be clear and succinct to make sure key information has been communicated.



How can we improve our writing skills?

Our brains are like a muscle. We need to train it in important skills just like an athlete trains their body.

When it comes to writing, no context is too small to practice our writing skills:

- text messages
- shopping lists
- emails
- social media posts

Practice writing in clear, simple sentences every time. Always try to use proper grammar, punctuation and spelling.

Always review what you've written before you send it anywhere.

- Have you been as clear as you could possibly be?
- Is there any information you have missed?
- Is there any information you've included that is unnecessary or distracting?
- Are there any mistakes in your spelling or expression?

GOOD READERS MAKE GOOD WRITERS

WE CAN ALL IMPROVE OUR GRAMMAR,
PUNCTUATION AND SPELLING WHEN
WRITING BY READING WIDELY.

FIND SOMETHING YOU ENJOY READING -
BOOKS, MAGAZINES, BLOGS, RECIPES -
AND **TRY TO READ REGULARLY.**

**LOCAL LIBRARIES ARE A GREAT
PLACE TO START.**

The Five Cs of Effective Writing

1

CONNECTION

Effective writing connects with the reader.

2

CLARITY

Effective writing is clear and easy to understand.

3

CAUSE

Effective writing has a clear cause, or reason, for both the reader and the writer.

4

CONCISE

Effective writing is simple and direct, and does not include unnecessary information.

5

CORRECT

Effective writing has the correct spelling, grammar and tone.



Easy steps to writing effectively

Know your goal and make it clear

Do you need the reader to do something, or are you passing on information? Do you need the reader to respond, or do you need them to take action? Always explain in clear terms what the reader needs to do with your communication.

Know what tone is appropriate to your task

When you write to a friend, you can be casual and funny. When you write to your manager, you should be more formal. Think about your audience, and what tone is most appropriate to who you're writing to and why.



Use simple language

The more simple and direct your language is, the easier it is to understand and the less chance of miscommunication. Try to avoid using unfamiliar words to impress your reader, and make sure you know exactly what the words you are using mean.

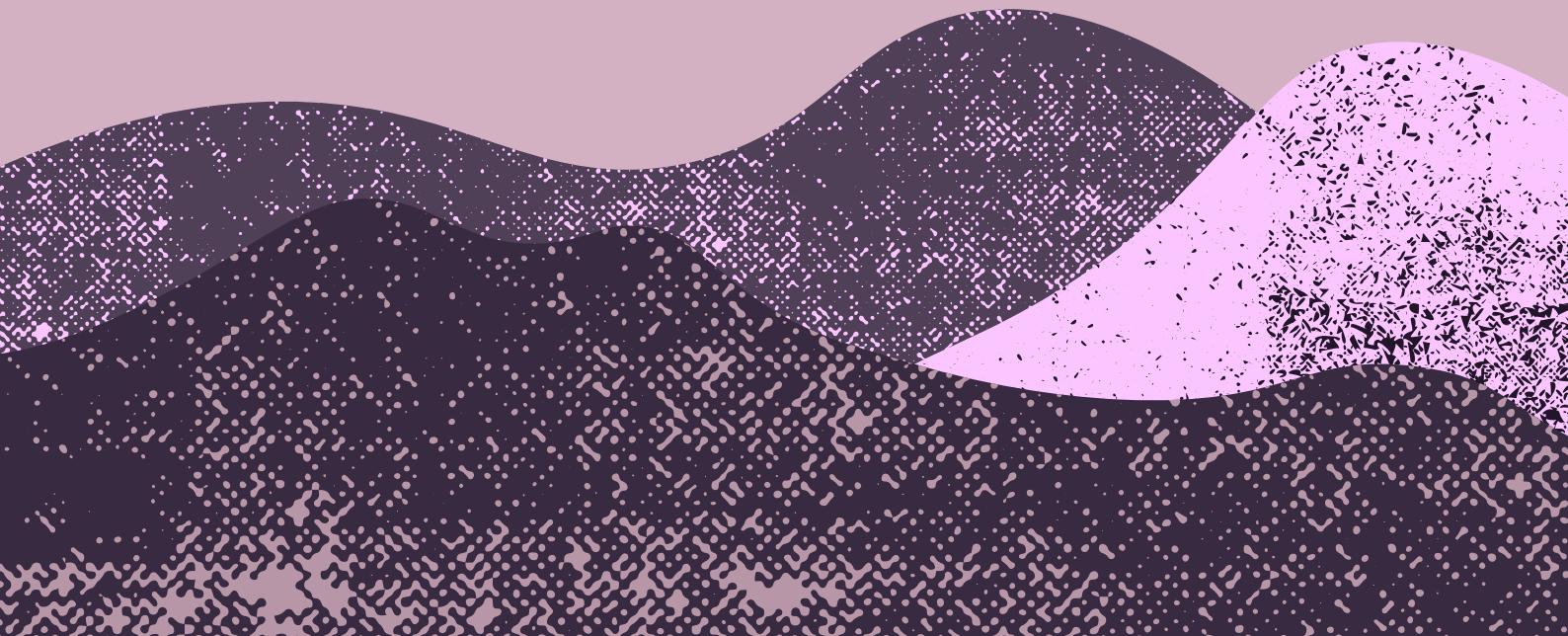
Stay on topic

Try to avoid any information that isn't relevant to your goal, and keep this as short and sweet as possible.

Proofread your work

Grammar, spelling and punctuation are very important. If possible, have someone else proofread your writing before you send it, or try reading it out loud.

PRACTICE EXERCISES



EXAMPLE ONE

A cold email looking for a job

To: Bob Pope
From: Gabrielle Mendes
Subject: Job?

Hey Bob,

We talked a couple weeks back at the chamber of commerce event. (I was the one looking for a summer internship and had a pimple on my lip that could have passed for a cold soar. Lol. Whew. It was not.

You're probably like, "uh.. What?" Maybe that helps you recall, maybe not. Not completely important, I suppose.

I'd really like to come work for you at your IT business. You seemed like a cool person to work for, I liked ur striped pants. I'm available to start working on Monday, but I am taking my driver's test in June and have to study and go an hour and half away to take it at an easier place cause I'm not a great driver so I'll miss a few days. I am also going to the beach with friends for a week in July. Oh, and my grandmother has bad gas (OMG IT'S TERRIBLE) and sometimes I have to take her to the doctor.

I've attached my resume, it's the bomb dot com. Let me know if you have a job opening for me. I can't wait to play on some computers.

If I don't respond to your email, I'm always on FB, snapchat or insta!

Peace out,
Gabrielle Mendes

To: Bob Pope
From: Gabrielle Mendes
Subject: Employment query

Dear Mr Pope,

We met a couple of weeks ago at the Chamber of Commerce event. It was so lovely to chat with you.

I'm writing today with an expression of interest in any entry-level analyst role you might have coming up at Pope IT. Your organisation is very impressive and spoken of very highly by others in the industry. I would consider it a privilege to work with the brilliant team at Pope IT

I've attached my resume here, and would be very keen for any follow-up chat as needed.

I look forward to hearing from you, and thank you for your time.

My very best,
Gabrielle Mendes

EXAMPLE TWO

A follow-up work email to highlight a problem

To: Kristin Hill
From: Becca Martin
Subject: Following up

Hi Kris,

Hope you had a nice weekend. My husband and I took a trip up to the Hunter Valley and went to a really nice winery. The dinner was absolutely delicious.

I just wanted to follow up on our meeting from last Friday about the upcoming team workload. I'm keen to get the new studio up and running, and I've placed an order for the equipment we'll be needing on your corporate card. You'll be glad to know that it's all come in under budget. I will send you the invoices when they come through.

In terms of capacity, myself and Jordan will be able to take on three projects per week for the next month and get all the deliverables ready to go by the due date. You mentioned that there were 15 projects in the pipeline, though. I'm just not sure we will be able to get through that workload in the necessary timeframe. Is there room in the budget to farm out the overflow to freelancers? Or otherwise, is there any way we can get an extra week or two on some of those deadlines? It will really help Jordan and I space out the deliveries and make sure that everything is up to scratch before they go out to vendors.

Thanks heaps :)
Becca

To: Kristin Hill
From: Becca Martin
Subject: Workload follow-up

Hi Kristin,

Hope you had a nice weekend.

I'm following up on our meeting from last Friday about the upcoming team workload.

You mentioned that there are 15 projects coming up within the next month. Jordan and I are able to take on three projects per week within that timeframe. Is there room in the budget for freelancers to take on the remaining 3 projects? Or are we able to get an addition week for delivery?

Jordan and I want to be sure that each project is in the best shape before we send them out to vendors, and the extra time would be greatly appreciated.

Happy to chat about this further to find another solution, of course.

Thanks,
Becca

EXAMPLE THREE

An online review/testimonial of a business



OMGGGG THESE GUYS ARE THE BEST!!! Suuuper cool and so friendly! Love love love I'm so greatful and happy!



THESE GUYS ARE THE BEST!

Lian and the NISS team were so lovely and friendly, and they made the whole account setup process very easy for me. They explained every step and checked that I was happy each time. I'm very grateful for their support.

Highly recommend NISS for anyone who is newly starting out with computer and IT services!

EXAMPLE FOUR

Letter to local council requesting services

Hi guys,

I don't know if anyone's mentioned this already, but there's a MASSIVE pot hole on High st right outside the Aldi carpark. It completely destroyed my car when I accidentally drove into it (my baby was crying and I was distracted from the road). Can you guys please sort it out.

Thanks,
Vishali

ATTN: Group Manager, Infrastructure & Works, Maitland City Council

RE: Road maintenance on High Street

I'd like to make the Infrastructure & Works Department aware of a large pothole located on High Street, just outside the Aldi carpark. It's almost a metre across, and caused some damage to my vehicle this morning as I was exiting the carpark.

I know that your crew can't get to every pothole right away, but this one is causing quite a lot of traffic delays and damage to vehicles, especially with the recent rain.

I have attached photos to illustrate the problem.

**Sincerely,
Vishali Dalziel**

EXAMPLE FIVE

Email to hotel about lost property

Hi,

I stayed at your hotel last month and just realised that I left my jewelry box in the safe. It's got my mum's wedding ring in it and lots of earrings and necklaces that I love to wear. I rang the front desk yesterday about it and they said that the maids had handed in the box.

I can't drive all the way back to the hotel to pick it up. Can you guys pretty please post it back to me? The jewelry inside is really expensive, so I think DHL or something with tracking would be great. Maybe I can help you pay for it or something.

Thanks SO much,
Paula Stewart

Dear Reception Manager,

My name is Paula Stewart, from Sydney, Australia, and I stayed at Citadines on Bourke from May 03, 2019 to May 06, 2019. My room number was 234.

I realised this morning that I left my jewellery box in the room safe when I checked out. I called your Hotel Front Desk agent, and he confirmed that Housekeeping had handed in the box as lost property.

As I've now returned to Sydney, I'm unable to come back to Citadines to pick up the jewellery box. Would it be possible to please courier it to my office address? The box contains some valuable items and I would be happy to pay for the cost of a secure courier to return it to my keeping.

Thank you in advance. I really enjoyed my stay at Citadines and appreciate your help with this matter.

Sincerely,
Paula Stewart