



WELCOME



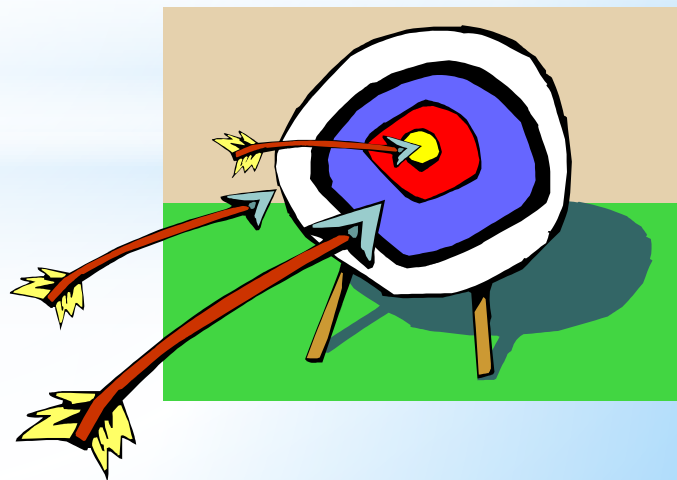
職場書面溝通技巧

Written Communication Skills



課程目的

讓學員掌握職場書面溝通的專業知識和技巧，以及在書面溝通過程中注意事項，從而更有組織地表達自己，讓對方清楚了解傳達的訊息，進一步提高溝通素質，以便日後開展工作。



您今天將學到什麼？



1. Importance of Written Communication
2. 9 Keys to better Business Writing
3. 7 Tips of Business Writing
4. Good Report Writing
5. E-mail Etiquette
6. Cases Studies

互相認識



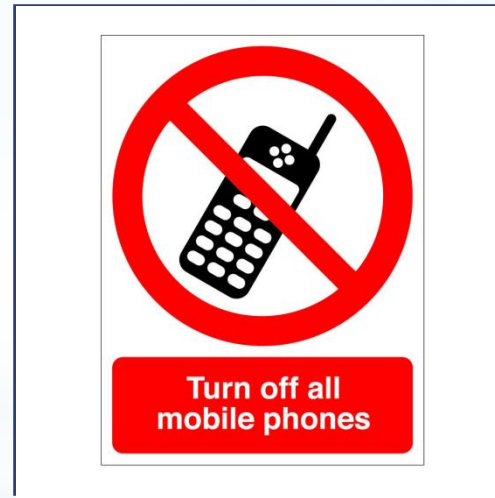
自我介紹
個人興趣
課程期望

Ground Rules

1. Participate

2. Share

3. Enjoy



Written Communication Skills

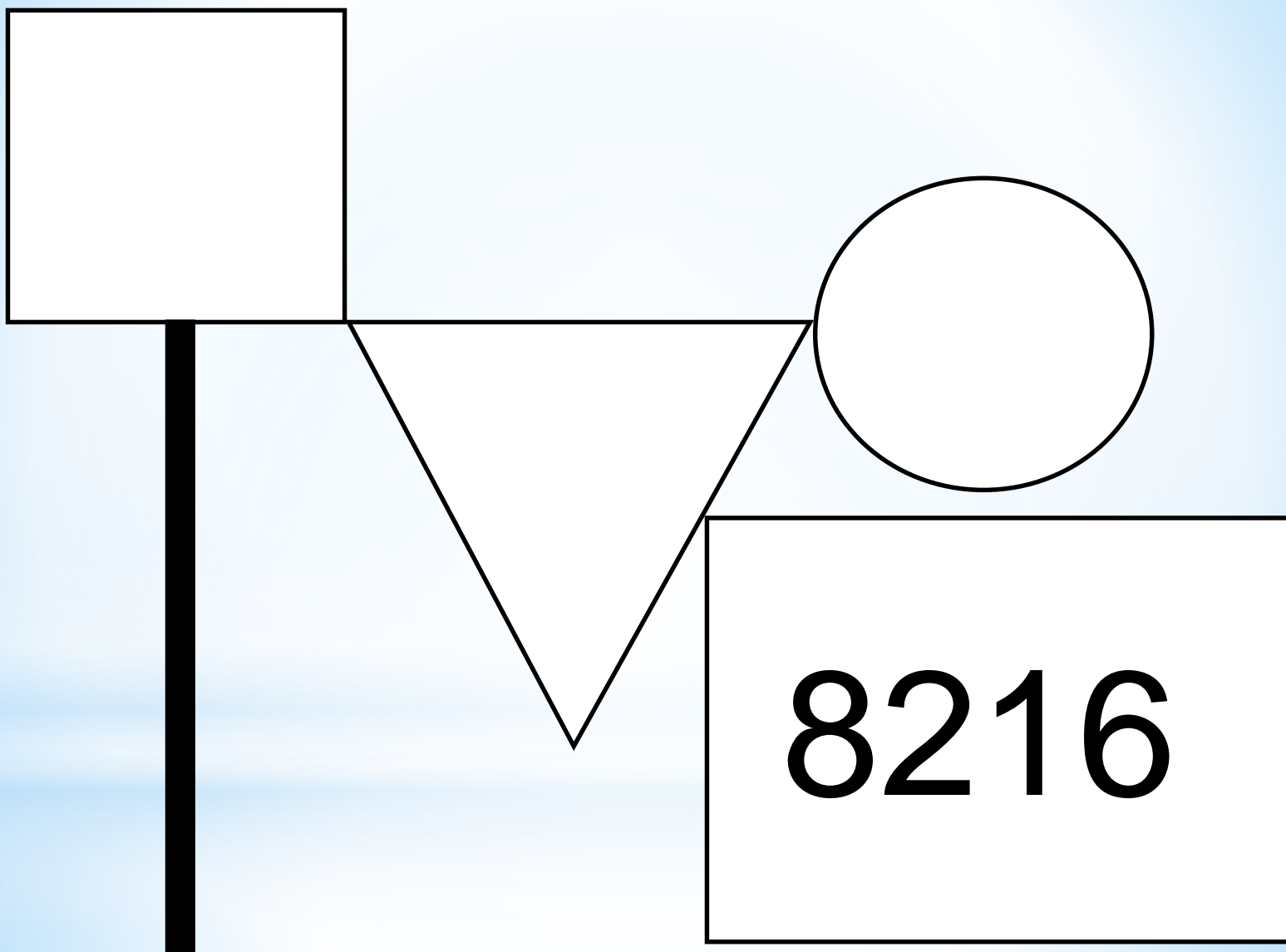
(1) Importance of Written Communication



小組活動：10分鐘

最佳伙伴 (兩人一組)





問題思考：15分鐘討論

回想在活動中：

1. 分享剛才感受？
2. 何時最困難？
3. 當時發生甚麼事？

Importance of Written Communication

- It is different from oral communication.
- Clear flow of ideas.
- Clear expressions of ideas.
- Logical organization.
- Grammar plays a huge part.



IMPORTANT

Written Communication Skills

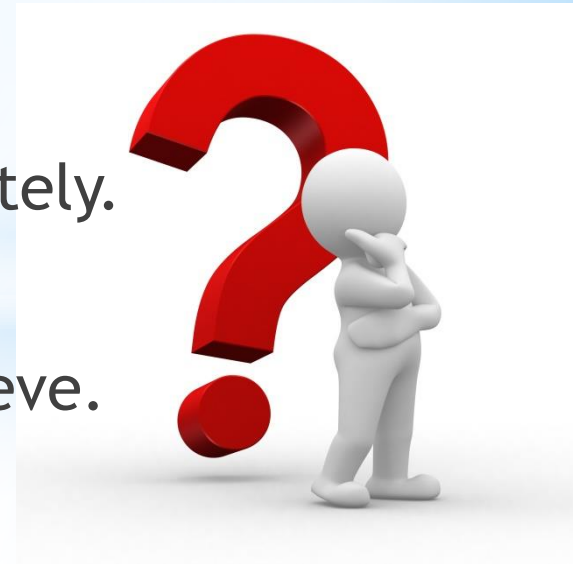
(2) 9 Keys to better Business Writing



KEYS TO BETTER BUSINESS WRITING

#1. KNOW WHY YOU'RE WRITING

- Be clear about objectives.
- Address your audience appropriately.
- State the goals you want to achieve.



KEYS TO BETTER BUSINESS WRITING

#2. UNDERSTAND YOUR READERS

- Get to the point quickly.
- Focus on what's relevant.
- Use a tone that fits your audience.



KEYS TO BETTER BUSINESS WRITING

#3. WRITE YOUR FIRST DRAFT IN 4 PARTS

- Research
- Organizes the material
- Writes first draft
- Edits and tightens



KEYS TO BETTER BUSINESS WRITING

#4. REVISE AND EDIT

- Do I have a clear, concise opening?
- Have I said all I need to say?
- Have I proved my point with specifics?
- Have I avoided repetitions?
- Have I closed smoothly?



KEYS TO BETTER BUSINESS WRITING

#5. BE RELENTLESSLY CLEAR



- Illustrate your points with specifics -
- SHOW - DON'T TELL



KEYS TO BETTER BUSINESS WRITING

#7. NEVER USE BUSINESS-SPEAK

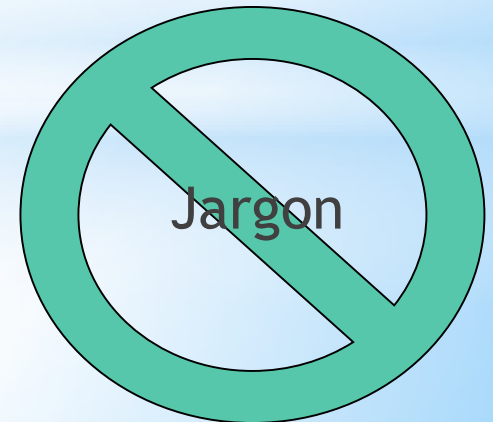
- Stay away from trite expressions, such as “mission-critical” or words like “enormity.”
- Watch the use of abbreviations such as CRM, FOB, CIF etc



KEYS TO BETTER BUSINESS WRITING

#8. AVOIDING EXCESSIVE USE OF JARGON

- Excessive use of jargon can put off a reader, who may not read further.
- Remember the choice of whether to participate in the communication rests with the reader.



KEYS TO BETTER BUSINESS WRITING

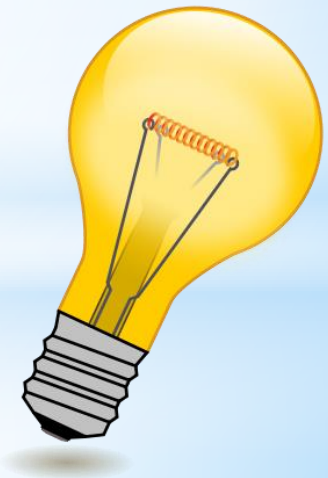
#9. RELAX AND FIND THE RIGHT TONE

- Avoid stuffiness by using contractions.
- Vary the length and structure of your sentences.
- Use courtesies like “thank you” and “we appreciate.”
- Use personal pronouns instead of formal language.



Written Communication Skills

(3) 7 Tips of Business Communication



7 Tips of Business Communication



讓對方清楚了解您想傳達的訊息

1. **C**onciseness 簡潔 — 一言簡意賅、避免冗長
2. **C**oncreteness 具體 — 具體的描述、內容清楚
3. **C**learness 清晰 — 清楚表達、正確簡練詞彙
4. **C**ourtesy 禮貌 — 選用禮貌的詞語
5. **C**onsideration 體貼 — 尊重對方、想到對方
6. **C**orrectness 正確 — 準確地表達
7. **C**ompleteness 完整 — 信函應包括所有必需資訊

Written Communication Skills

(4) Good Report Writing



Good report writing

- What are the purpose of the report?
 - Inform
 - Sell a proposal
- Know your audience of the report.
- Anticipate questions
- One page reports
- Be careful with abbreviations.
- Be aware of your perceived tone.

Written Communication Skills

(5) E-mail Etiquette



E-mail Etiquette

- Be informal. But don't be too-casual.
- Consider if e-mail is the appropriate tool.
- Always use the subject field to indicate content and purpose.
- Summarize long discussions .
- Keep messages brief and to the point. If possible, make one point per e-mail.
- Use sentence case.
- Remember that your tone cannot be heard. Make the font user-friendly.
- Use the blind copy and courtesy copy appropriately.
- Includes contact information.

E-mail Etiquette – standard format

- Heading 寫信人的地址和日期
- Inside Address 收信人的全名和地址
- Salutation 稱呼
- Opening Sentence 開頭語
- Body of the Letter 主要段落
- Concluding Sentence 祝福(結束)語
- Complimentary Close 表示敬意的稱呼
- Signature 簽名、署名

Written Communication Skills

(6) Cases Studies



Situation 1: Announcement Email

Dear Colleagues,

In order to conform to the government's efforts to conserve energy, the department is now announcing the following guidelines:

1. Please turn off all lights after using the meeting room and bathroom.
2. Please use recycled paper to print internal documents.
3. Please activate your computer's screensaver and set it to come on after 3 minutes.
4. Please turn all fluorescent lights off in the company during the lunch break.
5. Please do not set the air conditioning in the meeting room to a temperature lower than 26 degrees Celsius.

If any additional amendments are made to the above, the changes will be sent by email.

General Affairs Department

Situation 2: Reminder Email

Dear Mr. Smith,

The General Manager of the greater-China area will return to head office next week to brief you on the progress of the sales expansion. The meeting is scheduled for 2pm next Wednesday. Several of our chairman will also attend the meeting.

David, the Vice manager of the Sales Dept., wrote a report in North America, which arrived today. I already gave the report to the special assistant for his perusal. He said he would mail the report to you tomorrow afternoon.

May you have a nice holiday!

Peter

Situation 3: Monthly report Email

The defective rate for assembling quality control this month is 0.007%. The failures mostly happen with the power button. We have already notified the QC Dept to request and notified them that we will undergo a period of inspection next month.

On the 10th of this month, the customer service centre provided us with customers' feedback. The suggested items related to cell phone hardware include the following problems.

In order to work in coordination with the launch of the new model, the personnel in our Dept. work overtime for 3.5 hours per person. We should be able to go back to normal working hours by next month.

End of report.

Situation 4: Seasons Greeting Email

Dear Mr. Smith,

Holiday greetings and best wishes for the New Year.

May you and all your family members have a joyous holiday season. Thank you for your patronage over the past few years and I hope we will enjoy more years of business cooperation together.

Best Regards,

Yours faithfully,
Peter Chan

Situation 5: Thanks for the Mail

Dear Mr. Smith,

I feel so delightful to receive your mail. It has been a couple of months since we met in Singapore.

I've been concentrating on my work since I came back from Singapore. What about you?Please tell me what's happening in London. I am planning to visit you sometime soon.

Let's stay in touch.

Best Wishes,
Peter Chan

Situation 6: Thanks for sending the questionnaire

Dear Subscriber,

I am writing this to express my gratitude for your cooperation and kind attention.

The questionnaire you filled out is a great help to us in our effort to improve the efficiency of our customer service departments.

With you help, I believe that we can make it. Thanks again.

Yours sincerely,
Peter Chan

Situation 7: Invitation for conference

Dear Mr. Smith,

I am pleased to inform you that you are cordially invited to participate in the conference as our guest. Your round-trip air ticket, accommodations and meal expenses will be subsidized. Should you be interested, please let us know at your earliest convenience.

I am looking forward to seeing you in this conference, and I am sure you will play an important role in the event. If your response is consenting, I'll send the relevant information to you.

Yours Sincerely,

Peter Chan

Situation 8: Introducing new products

Dear Mr. Smith,

We are pleased to inform you that we have just marketed our new products. We believe that you will find our new products more competitive both in quality and prices. Please let us know if you would like to take the matter further.

Look forward to hearing from you.

Yours sincerely,

Peter Chan

Situation 9: To further our trade links

Dear Mr. Smith,

Thank you for your cooperation with our business in the recent years. Now we keen to enlarge our trade in various kinds of electric equipment. Please don't hesitate to call us if there is any possibility of cooperation between us.

Your early reply will be greatly appreciated.

Yours sincerely,

Peter Chan

Situation 10: Letter of thanks

Dear Mr. Smith,

Thanks for your support to our company in the last years. We really appreciate our cooperation. And we hope we can continue our good business relationship and interactivity in the future.

We are always pleased to serve you at any time.

Yours sincerely,

Peter Chan

(Time Limit: 2minutes)

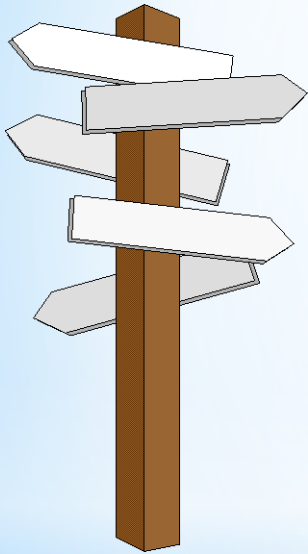
Pls write down on the paper

3 good points

3 areas that should improve

Share with your partner

學習總結



這課程對您有何啟發?
您學了什麼?

行動計劃

成功之道：不在乎知，而在乎行！

1.

2.

3.

Reference Lists

1. 8 Keys To Better Business Writing

<http://www.forbes.com/sites/susanadams/2013/01/18/8-keys-to-better-business-writing/>

2. 照著寫英文 Email 急救包

FunDay 外語學習平台著 希望星球語言出版

3. 英文 Email 這本就夠了

張慈庭英語研發團隊著 捷徑文化出版

4. Thank you picture

https://www.google.com.hk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=&url=https%3A%2F%2Fcormachogan.com%2F2016%2F07%2F04%2Fthank-top-vblog-3%2F&psig=AOvVaw1AQcrtrU5WvLckHA3U_b2t&ust=1513166197240081

5. Other Picture Icon

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