



# 職場書面溝通技巧

Written Communication Skills

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## 課程名稱

職場書面溝通技巧

Written Communication Skills

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## 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。

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## 課程內容

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

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## IMPORTANCE OF WRITTEN COMMUNICATION

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|---|--|
| 1 | It is different from oral communication. |
| 2 | Clear flows of ideas.                    |
| 3 | Clear expressions of ideas.              |
| 4 | Logical organization.                    |
| 5 | Grammar plays a huge part.               |

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## 9 KEYS TO BETTER BUSINESS WRITING

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|---|-----------------------------------|
| 1 | Know why you' re writing          |
| 2 | Understand your readers           |
| 3 | Write your first draft in 4 parts |
| 4 | Revise and edit                   |
| 5 | Be Relentlessly Clear             |
| 6 | Don' t Waste Words                |
| 7 | Never Use Business-speak          |
| 8 | Avoiding Excessive Use of Jargon  |
| 9 | Relax and Find the Right Tone     |

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## 7 TIPS OF BUSINESS COMMUNICATION

讓對方清楚了解您想傳達的訊息

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|---|-------------------------------|
| 1 | Conciseness 簡潔 — 一言簡意賅、避免冗長   |
| 2 | Concreteness 具體 — 具體的描述、內容清楚  |
| 3 | Clearness 清晰 — 清楚表達、正確簡練詞彙    |
| 4 | Courtesy 禮貌 — 選用禮貌的詞語         |
| 5 | Consideration 體貼 — 尊重對方、想到對方  |
| 6 | Correctness 正確 — 準確地表達        |
| 7 | Completeness 完整 — 信函應包括所有必需資訊 |
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## GOOD REPORT WRITING

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

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## 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.

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## 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

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## 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*

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## CASES STUDIES

### 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*

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## CASES STUDIES

### 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*



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## CASES STUDIES

### 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*

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## CASES STUDIES

### 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*

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## 制定個人行動計劃

列出優先次序、制定行動計劃

1. 您可能會看到許多需要改善的地方
  2. 列出優先次序
  3. 制定行動計劃
  4. 然後馬上落實執行
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## 行動計劃

成功之道：不在乎知，而在乎行！

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1.

2.

3.

