



Chapter 4

Planning Business Messages

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Learning Objectives:

1. Understand the nature of communication and its barriers in the digital era.
2. Summarize the 3-x-3 writing process and explain how it guides a writer.
3. Analyze the purpose of a message, anticipate its audience, and select the best communication channel.



4. Employ expert writing techniques such as incorporating audience benefits, the “you” view, conversational but professional language, a positive and courteous tone, bias-free language, plain language, and vigorous words.

5. Understand how teams approach collaborative writing projects and what collaboration tools support team writing.

5 Steps Communication Process

1. SENDER HAS
IDEA

2. SENDER
ENCODES
MESSAGE

3. SENDER
SELECT
CHANNELS,
TRANSMITS
MESSAGES

4. RECEIVER
DECODES
MESSAGE

5. FEEDBACK
RETURN TO
SENDER

BARRIER THAT CREATE MISUNDERSTANDING

1

BYPASSING

2

**DIFFERING
FRAMES OF
REFERENCE**

3

**LACK OF
LANGUAGE
SKILLS**

4

DISTRACTIONS



Defining Your Business Writing Goals

Your writing should have the following characteristics :

- Purposeful. You will be writing to solve problems and convey information. You will have a definite strategy to fulfill in each message.
- Economical. You will try to present ideas clearly but concisely. Length is not rewarded.
- Audience oriented. You will concentrate on looking at a problem from the perspective of the audience instead of seeing it from your own.

INTRODUCING THE 3-X-3 WRITING PROCESS

1

PREWRITING

2

DRAFTING

3

REVISING



ANALYZING AND ANTICIPATING THE AUDIENCE

- DETERMINING YOUR PURPOSE
- ANTICIPATING AND PROFILING
THE AUDIENCE



ANALYZING AND ANTICIPATING THE AUDIENCE

- MAKING CHOICES BASED ON THE
AUDIENCE PROFILE

Profiling your audience helps you make decisions about shaping the message. You will discover what language is appropriate whether you are free to use specialized technical terms, whether you should explain the background, and decide your tone formal or informal,.

ANALYZING AND ANTICIPATING THE AUDIENCE

- SELECTING BEST CHANNEL

There is several factors in selecting channels :

- 1.Importance of the message
- 2.Amount and speed of feedback and interactivity required
- 3.Necessity of a permanent record
- 4.Cost of the channel
- 5.Degree of formality desired
- 6.Confidentiality and sensitivity of the message
- 7.Receiver's preference and level of technical expertise

USING EXPERT WRITING TECHNIQUES TO ADAPT TO YOUR AUDIENCE

Spotlighting Audience Benefits

Adapting your message to the receiver's needs means putting yourself in that person's shoes. It's called empathy. Empathic senders think about how a receiver will decode a message. They try to give something to the receiver, solve the receiver's problems, save the receiver's money, or just understand the feelings and position of that person.



USING EXPERT WRITING TECHNIQUES TO ADAPT TO YOUR AUDIENCE

- Developing the "You" View
- Sounding Conversational but Professional
- Being Positive Rather than Negative
- Expressing Courtesy
- Employing Bias-Free Language
- Preferring Plain Language and Familiar Words
- Using Precise, Vigorous Words



SHARING THE WRITING IN TEAMS



**WHEN IS TEAM
WRITING
NECESSARY ?**



**WHY ARE TEAM-
WRITTEN
DOCUMENTS
BETTER?**



**HOW ARE TEAM-
WRITTEN
DOCUMENTS
DIVIDED**



**WHAT DIGITAL
COLLABORATION
TOOLS SUPPORT
TEAM WRITING**