

Business Memos

Business Com
Prof. Belfakir

Introduction

- ◆ Two types of communication exist in business:
- ◆ External communication (between the company and outside parties, other companies, governments, clients, insurance bank,...)
- ◆ Internal communication refers to all kinds of correspondences within the same organisation, including reports, emails, notices, announcements, memos,...

Business Memo(randum)

- ◆ Whether a person is the managing director of a big multinational, a sales manager in a small firm, or a junior executive in a government department, all have to write memos.

Memo(randum)

- ◆ The memo is a medium of **internal professional communication**.
- ◆ It is used to **access a (large) number of interlocutors** inside the same organisation.
- ◆ It **saves time and reduces costs**.
- ◆ The memo has a **formal format**, but could be used for **formal purposes** as well as for **informal (casual) stuff**.

What is a memo(randum)

- ◆ A memo is an internal document that is generally short.
- ◆ The memo:
 - Focuses on a single topic;
 - Reports information;
 - Makes a request;
 - Recommends actions,...
- ◆ The memo follows a specific format, depending on the organisation.

Purpose of business memo

- ◆ Business memos can:
 - describe a problem;
 - Request information;
 - Ask for additional resources;
 - Explain policy statements;
 - Contain office instruction or guidelines;
 - Persuade the reader to take action;
 - Invite the reader to meeting/ conference;
 - Give feedback, suggestion, recommendations;
 - Seek explanation;
 - Be just a reminder,...

Memos vs Letters

- ◆ Memos are used in internal communication;
- ◆ Memos are not as sophisticated in style and language;
- ◆ Memos are very often used for unsensitive communication;
- ◆ Memos are short and to the point;
- ◆ Memos have a more direct style;
- ◆ Memos do not have a salutation;
- ◆ Memos do not have a complimentary

Parts of a memo

- ◆ Standard memos contain four parts:
 - Heading,
 - Opening
 - Body
 - Closing

Heading

- ◆ It includes four elements:
 - **MEMORANDUM**, as a title, followed by the name of the organization, company, department, team, unit involved
 - The recipient's name and designation;
 - The sender's name and designation;
 - Date (current date);
 - Re(garding)/ Subject (topic of the memo).

Example of heading segment

MEMORANDUM

Sales department

To: Mr. Mike Horn, Sales Manager

From: Miss loubna Alami, Assistant

Date: March 22, 2017

Re: sales summary for the year 2016

Parts of a memo: opening

- ◆ Most memos begin with a short paragraph (or just a sentence) describing the basic purpose of the memo.

- ◆ Example:

As you requested, here is a copy of the annual sales report of our new product «Mint candy», launched on December, 2015.

Parts of a memo: body

- ◆ The body of the memo **contains the message.**
- ◆ It describes, explains and discusses, the central idea of the memo.
- ◆ It includes all the details that support the sender's idea.

Parts of a memo: closing

- ◆ Memos should be closed with a polite ending, stating what action the reader is required to take.
- ◆ Example:

Please send your recommendations to me by March 30, 2017 so that we are able to complete the project by before the end of April, 2017.

Characteristics of Effective Memos

- ◆ Good memos share the following characteristics:
 - Clarity
 - Conciseness
 - Unity of theme
 - Informal tone

Clarity

A memo must be clearly written because an unclear and vague memo will confuse the reader, leading to delay and no action.

Unclear Memo- An Example

“ There is going to be a one-day program on a relevant topic related to value education for some of our staff. The program will be organized by IIM, Delhi in the last week of September. We need your support and involvement in order to make the program successful.”

The reader of this memo is not provided with the answers to the following questions:

- What is the exact topic of the program?
- What is the exact date of the program?
- Who are participants?
- What kind of support does the reader need?

Revised version of the same memo:

“ On Saturday, September 29, 2012, the Value Education Cell of IIM, Delhi will be organizing a one-day program on “Business Values and Corporate Management” for the Management Trainees of the Marketing Division . Kindly arrange accommodation for three persons in the Guest House from September 28 to September 30, 2012.”

Conciseness

- Concise and direct memos are more effective.
- A memo should contain only essential information.
- Avoid unnecessary explanations, repetitions, wordy expressions, and amplification.

Ensure that the memo makes its point with the fewest possible words

Unity of Theme

- A memo which does not have unity of theme, distracts the reader and ceases (terminates) to be purposeful.
- An important way of ensuring unity in a memo is to make sure that it deals with only one topic.
- A single topic is developed , and related ideas are subordinated.

Informal Tone

- Although a memo is a formal business document, its tone is usually informal and conversational.
- As the writer is likely to be familiar with the reader, personal tone may be used in memos.
- A very formal tone might sound intimidating.

Formal Memo: example

MEMORANDUM

IMA project team

- ◆ **To:** All IMA Members
- ◆ **From:** Joy Ninginn, Team leader
- ◆ **Date:** 14 February 2015
- ◆ **Re:** New group project
- ◆ The group project is about to be launched. A meeting will be held on 01 March 2015 at 10

Formal Memo

MEMORANDUM

Design team #48

To: Design Team #48

From: W.B. Jones, HR manager

Date: March 23, 2017

Re: Project Schedule

This memo responds to your request to move the weekly meeting from 9:00 to 10:00. This request is satisfactory as long as it approved by

Informal Memo: example

MEMORANDUM

Managschool, Rabat

- ◆ **To:** All teachers
- ◆ **From:** Mary- Ann Wills, ICT trainer
- ◆ **Date:** 25 December 2015
- ◆ **Re:** Invitation to my baby shower.

Waiting for you next Saturday at 3pm in my house to celebrate my pregnancy.

Informal Memo

MEMORANDUM

Margot corp

- ◆ To: Carlos Solis, Top Manager
- ◆ From: Mercedes Monaim, IT assistant
- ◆ Date: March 17, 2017
- ◆ Re: Resignation

I would like to tell you that I QUIT....



Memo 1



- ◆ Write a memo to the head of the HR department telling him that you have found a better-paid job and that you'll quit your present post at the end of the month.

Memo 2

- ◆ The head of the HR department is inviting the personnel to the dinner the department is organising to bid farewell to Mr. Henry Fireman and Mr. Paul Craft after their retirement. Write the memo precisising the date and location of the dinner.

Memo 3

- ◆ You are Ms. Owen Parker, a lawyer in Harper & Harper Co.. You are obliged by the internal policy of the company to inform the manager about any romantic relationships you might have with another member of the company. Write a memo to the whole company members informing them that you are dating Nicole of the print and publishing department.

Memo 4

- ◆ Mr Brad Stevenson, the CEO of Transport Equilibrium, has written a memo to the whole company personnel inviting the to participate to a charity marathon that's held every year for the benefit of the homeless people.



Memo 5



- ◆ You are Mrs. Stacy Kent, the assistant of the CEO of Home Service Planner, and you would like to invite your colleagues in the company to your baby shower.