Writing skill equals stronger results

E-mails should be specific and easy to understand. In business, you are evaluated every time you write.

By ANITA BRUZZESE
GANNETT NEWS SERVICE

Dumaine says that it's why it is critical to break up your written words with labels or headlines. For example: "Action requested." "Suggested next steps." And "Deadline" written in capital letters will direct readers easily through a written report.

- Bottoms up. Just ask newspaper writing, put your most important information in the beginning. The least important information should be at the bottom.
- Draft and edit. Look over your work to see that you've followed the rules and your message is clear.
- Dumaine says it's not unusual to have MBAs in her workshops fearful of showing their writing to anyone. But once the writing process is explained, many "are so grateful" to have a way of improving their skills and getting their messages across.

"In business," she says, "it's important to remember that you are being evaluated every time you write."

On the Web
For more information, visit www.writetothetop.com.
2. Get your reader's attention. Start out your message by testing your audience with an inviting question, a startling statistic, or a strong injunction. Engage them by asking eye-opening questions or to think about possible choices and solutions. Keep readers involved by continuing to deal directly with their concerns.

3. Write simply. The easiest way to apply this principle is to use a conversational style. Write like you talk. Pick short, familiar words. Don't be afraid to use a lot of contractions. And choose strong nouns and verbs. In addition, use personal pronouns throughout your message, especially "you." In business and sales writing, short words, sentences and paragraphs are preferred because they take less time to read.

4. Be specific. Be concise. Don't be vague about the features and benefits of what you're selling. For instance, tell people exactly when they can expect to hear from you, not some time "in the near future." Describe products and services in concrete terms. In short, create a clear mental picture for the reader.

5. Accentuate the positive. Avoid using negative language and positioning. Play up the pluses of what you're communicating, rather than the shortcomings of your rivals.

6. Edit your work. You edit to shorten, sharpen, and simplify. After you edit your own work, perhaps have a colleague look over your work as well. Finally, conduct a thorough proofreading.

7. Save the best for last. Studies have found that people often recall the first thing they read and the last thing they read. So your last sentence (or two) should contain a powerful selling point or an offer the reader won't want to refuse.
SELECTING A MANAGER FOR A NIGERIAN FACILITY

In solution: Select only 1 => Matt. Ohwueme

=> Lopez or Smith

Some crit.:
Educ. = 1) Smith 2) Matt 3) Lopez

J. Know. = Smith, Lopez, Matt

Past Perf. = Smith, Lopez, Matt

Desire: Insufficient Infor
Stability, Start-up phase compet.; Tech. expertise, environmental competence; operation of equipment;

3 poss. options = 1 => Recruit more, find > perfect candidates

2 => Do > com comprehensive J. A. to find skills/qualifi.
   \ really needed to Mgr @ a Nigerian facility

3 = Dig in more get more complete set of infor. about
   \ ea. Candidate & then try to decide.

Real Issue:
   VALUE???? driving selection decision == main point.
For Case Analysis Papers – Fall, 2008

CASE ANALYSIS PAPER EVALUATION FORM

NAME: 

TOPIC: 

Level of Achievement

Excellent = 5 Very Good = 4 Good = 3 Fair = 2 Poor = 1 Not Applicable = NA

Level of Achievement: IPP

1. Topic Knowledge and Comprehension = 6
   Clear understanding of chapter issues
   6 5 4 3 2 1 NA

2. Organization & Logic
   Avoidance of redundancy; logical flow;
   Use of headings & sub-headings
   ≤ 6
   6 5 4 3 2 1 NA

3. Coverage of Content
   Breadth of Content Coverage; Included major issues
   Application of chapter issues to case
   ≤ 20
   2 0 1 0 5 2 0

4. Research Quality & Quantity
   Beyond the materials provided by instructor
   = 6
   6 5 4 3 2 1 NA

5. References
   Citations in text; bibliography at the end
   = 6
   6 5 4 3 2 1 NA

6. Writing Evaluation
   Good sentence structure; proper grammar; no spelling errors
   = 6
   6 5 4 3 2 1 NA

**Carries major weight

\[ \text{Total Points Possible} \Rightarrow 50 \]

Case Analysis paper evaluation guidelines continued

What’s a ‘FATAL FLAW’ for any analytical paper written as a requirement for any course I {i.e. Dr. W. Roy Johnson} for which I’m the instructor?

- Paper has it when content reflect
  - Great subjectivity
  - Strong Personal Bias
  - & there’s NOTHING ELSE analytically
    o i.e., all the student does is rewrite as summary
      - of what anyone literate person can read for themselves.