# Memo #1 First Draft: Once-Upon-a-Time Company

MEMORANDUM

TO: Emma Witch

FROM: Tay K. Forever

SUBJECT: Sales Department’s Response to Relocation

After receiving your email, I forwarded it to my entire department. I attached an additional message to it in which I requested my entire department meet in the conference room to confer about the possible move. We discussed it at length. There were many pros and cons brought up and the discussion was quite lively. After discussing it for over an hour, we came to a conclusion. Since the proposed relocation is 18 miles south of our present office space, the majority of the department will have a longer drive to work. Will there be any reimbursement for the longer travel time and fuel? If so, the department agrees to go.

# Memo #2 First Draft

MEMORANDUM

TO: Ed Ditter DATE: May 2

SUBJECT: Marketing Meeting FROM: Ike Cantwright

Way back last November when we first got around to planning this meeting, I thought I would be back from the National Sales Conference— it’s going to be in the Bahamas this year, rather than Topeka— and I’m looking forward to getting a good tan, too. Well, anyway, I figured I could easily be back in town by the 18th, but now I’ve got to stop off in St. Louis on the way back, to talk to some of our people about the Satellite Project. So I’m not sure now whether I will be back by the 18th, or even the 19th. I’m just not sure how bad the situation is there. So what about the 20th? I’ve tried reaching you on the phone, but your assistant couldn’t speak to your schedule, so I figured I’d better send you this. Let me know what’s best for you. Of course, when I get in I’ll be brushing sand off me. Know any good restaurants there?

# Memo #3 First Draft

FROM: Patricia Brasher

TO: Art Proofing Group

SUBJECT: Proofing

I want to thank you all for filling in during my absence. I appreciate all of your help. I know that this added responsibility has caused you to rearrange your schedules, but please know that your help is greatly appreciated. I want to share the following information with you. I’ve identified just a few areas where we can improve our efficiency.

1) I would like all artwork prioritized as follows:

* color keys/ color separations
* thermals
* POS
* rule copy

2) It is crucial to pull art from the bottom of the bin, not the top. The things on the bottom have been there the longest and should be looked at first.

3) I ask that you not separate art according to brand. I want you to proof art in the order that it appears in the box. I truly understand how this may make things flow easier for the proofer (all of the art for one brand is together). However, separating art this way may cause some pieces of art to sit in the box for 3– 4 days, as opposed to 1– 2 days. I’m much more concerned with accuracy than with speed when you are proofing.

I thank you for your cooperation and help.

# Memo 4: First Draft

TO: All Employees

FROM: André Preneur, President

RE: Reorganization Focuses on Future Growth

We can all be proud of the fine performance we turned in over the past 36 months. In that period our company grew 400 percent from annual sales of $5 million to our current rate of $20 million. We’ve managed to grow, and to do it profitably! That’s something to be proud of!

So with all these good things happening, you may ask, “Why reorganize?” Well, it’s a good question and one I’d like to spend some time on.

Our company is at a critical point in its growth right now. We’re about as stretched as we can be- and the requirements for us to continue at the same pace are compounding and dramatically changing at the same time. This is the point at which many companies don’t act. They continue the status quo…resting on their past accomplishments. They may never, as a result achieve their rightful place among the finest-performing companies. I hope I speak for each of us when I say, “We don’t want that to happen to us.”

So what are we attempting to do by reorganizing? We are positioning ourselves for the future – a future with its own unique requirements, just as our start-up period had its unique characteristics and requirements. And because the requirements are changing, we must redeploy our resources into roles best suited to meet the new challenges.

Each of the roles in this organization has significance- so let’s not hear any gossip about who outdid whom in the new organization. In my view, all these jobs must be done well for the company to do well The first job to change is mine. I’ll be taking a more active role in planning and business development. And leaving the operating parts of the business to John Derkee. John will assume the role of Executive Vice President, Operations, and will be responsible for Materials, Manufacturing and Processing Engineering, and Facilities. Ray Elder, formerly Production Superintendent, will take over John Derkee’s roles as Manufacturing Manager. Alice Hawkins, Bob Brady, and Ralph Newberger will continue in their positions managing Process Engineering, Materials, and Facilities respectively.

Ray Smith will continue to handle sales. We have hired Don Luddington, who will join us on July 10 as Vice President, Marketing and Sales, reporting to me. This is a new position in which we hope to integrate all customer- and market-related functions. Ray Smith will report to Mr. Luddington.

Also on July 10, Elizabeth Oxford will join us in the newly created position of Director, Research and Development, reporting to me. Dr. Oxford, thoroughly familiar with both our present product and the technological trends of our industry, will provide technical direction to move our company to its next level of growth.

Al Marchetti will continue to serve in the finance function, with additional responsibilities for expansion and capacity planning.

Donald Gelinas, formerly Employee Relations Manager, has been appointed Director of Human Resources. We’ll be adding staff to this function, enabling us to develop the programs and systems to retraining our key resources …and attract the new ones we’ll need to meet our growth plans.

Your managers will discuss with each of you what, if any, changes beyond these I’ve mentioned may affect you. All I can ask is that you extend the same degree of cooperation in the future as you have in the past. If you do that – we’ll succeed.

# Memo 5: First Draft

DATE: Now

TO: All Region V Reps

FROM: O. Paposa

RE: Managers’ Meeting

This meeting was to discuss changes in prices, multiscale installations and problems of growth in the industry, reps to be hired for new areas, problems with filling out service reports, complaints about customer service, and a report on the company’s health.

New prices will go into effect on 05/18/2022. We will then have a new option for customers to use – the 15-day response. This was requested to accommodate the difference between the emergency and the 60-day call.

Bill Bower explained the flow of paperwork involved between placing a multiscale order and installation. The problem: not enough lead time given to the reps. So that you can get in touch with customer s before the three-day installation time is upon you. Bill will have the following information supplied to you whenever you are notified of a pending installation:

Customer’s name

Address

Phone number

We now have tow areas without reps. Bemidji is being covered by Tom Smith until Bob Kelly finishes his training. We hope he’ll be in place by the end of the year. The Minneapolis area is being covered for tow months by Brad Shipley, on loan from Montana. Thanks to Larry James and Mike Gentry for ths loan to help us keep up with our present workloads. Thanks also to Rich David for keep our customers in tow areas happy. I’ll be calling on all of you to help as the need arises. Please let me know with as much lead time as you can when you’ll be able to help. A new area is being opened in Walker. It is for 40 percent travel, and the sales rep will have to build up the area as well as pick up overloads in other areas.

# Emphasis Revisions

1. Ken Cramer has become a division representative in Michigan. He graduated from the University of Indiana last month.
2. Their consumer-awareness program came into existence recently. Ours has been implemented for six-years.
3. The forklift was no longer working. It was auctioned to the highest bidder.
4. His ad brought three hundred letters from people who wanted the job. The letters were from highly experienced people.

# Wordiness Revisions

1. Paul Bern is a sales rep in the state of Maine. He spoke at the Kiwanis Club last week.
2. Her company’s leave policy is less desirable. Her leave policy doesn’t provide the same range of options as ours.
3. The Target-Market Program would involve a student, quite possibly a senior, working a specific number of hours per week for one semester. A semester would be approximately fourteen weeks.
4. On January 21, Debra Maurer joined our group as an intern. Debra is a senior at Rutgers University, majoring in business.
5. The copier is no longer working. We gave it away.

# Rhythm Example

The warehouse was scrubbed from floor to ceiling, and the trucks were newly painted. The warehouse supervisor greeted us at the entrance, and our review started at eight o’clock. The division manager was well satisfied, and the owner was noticeably relieved.

# “It Aches” Exercise

1. It seems that of the two divisions, Sharon Williams has greater sales.
2. It should be noted that the recommendations contained in this document are based on the results obtained from various focus groups.
3. It was found that there are more than 29,000 customers in the file, while it is estimated that only half of those are still active customers.
4. It was the personnel manager who requested the policy be rewritten.
5. It is necessary to sign the documents by midnight, January 1.

# “I Ache” Memo #1

FROM: E Gotist

TO: U.R. Second

CC:

BCC:

SUBJECT: Project

I would like to start a new project. I need your blessing. I would like to do the following. I want to make a list of all accounts that are not active and delete them as well as their network drives. I also want to check the last time some of these people logged in. I have seen some users with accounts still active but they have not used them since February. I plan to make a spreadsheet with the status of all logins that are in question. I could reclaim space back on our servers and clean all up. I hope you will say yes.

# Exercising the I

1. I thought you would like to know we have six out of seven people in Region V at over 100 percent of their service target.
2. I also notice that snack-size sales are starting to increase.
3. I would truly like to thank each of you for doing your part to make this happen.
4. I am of the opinion that this will …
5. I want to thank you for your decision to add to …
6. We feel our department is well qualified …
7. Let me preface my remarks by suggesting that there are no quick and easy ways …

# Retiring Tired Sentence Starters

1. There is a growing sense of confidence within the various departments that we can be of help to them.
2. Last November there was a good response from the managers.
3. As per your request dated November 10, I am completing an action plan for the Iowa market by December 1.
4. Attached please find the monthly stats for each market.
5. Enclosed please find the responses from Regions I and III.
6. Please be advised that the new email system will be online January 1.
7. In reference to the above-captioned subject, I have the following suggestions.
8. As you are aware, the competition will be introducing its new premium brand on March 15.

# “Whoery”

**Wordy:** John Sikorski is a manager who is held in high regard by the chairman of the board.

**Wordy:** Jim King, who is our choice for the position, arrives Tuesday for his assessment.

**Wordy:** Jan Diepe is the type of woman who always arrives on schedule.

**Wordy:** Marta Patarca is an energetic administrative assistant who enjoys managing several tasks simultaneously.

# “Whichery”

**Wordy:** The $ 170.73 fee, which you paid in August, was the initial payment on the quarterly payment plan for your policy.

**Wordy:** The job, which April found highly agonizing, grew under the pressure of deadlines to be unbearable, and April quit.

**Wordy:** In response to your recent letter concerning your policy, the following is a complete status for your reference, which does not include service charges.

# “Thatery”

**Wordy:** All I can say is that he admitted to being late three times last week.

**Wordy:** … develop a mission statement that is specific enough to be useful in providing clear direction for running the day-to-day business.

**Wordy:** … agreed to write all advertising that will go into the program.

# “Exercisery”

1. Please remember that a key thing that will keep us number one and that you can personally help with is good service habits.
2. Review the points that are to be covered in each meeting.
3. She is a manager who rarely is seen, so her staff can do as they please.
4. The meeting, which is always too long and unfocused, is scheduled for next Tuesday.
5. The Fortune 500, which are usually considered blue-chip stocks, can be a roller-coaster ride today.

# Omit Overloaded Nouns

1. Her job involves fault analysis systems troubleshooting manual preparation.
2. Our vehicle air conditioner compression cutoff device will reduce fuel consumption by 5 percent.
3. Global Positioning Interface Module Communications Processor Hardware Design Specification
4. You are invited to attend an introductory, self-paced, interactive, company-sponsored, interpersonal, team-oriented programming survey course.

# Active Voice

Passive: In the job-analysis study the following activities were completed.

Passive: A profit loss of 10M was experienced by the brand.

Passive: A survey of customers’ needs was undertaken by the division.

Passive: Jim was told by his manager to shape up.

# Ambiguous Exercise

1. The VP told his colleague that he had the board’s approval.
2. Your letter and request arrived today, but we cannot ship it until next week.
3. Emma Brain almost recovered all the misplaced funds.
4. Inadequate customer service has caused a serious market-share loss. This is our biggest problem at the moment.

# Redundancy-Cutting Exercise

1. As soon as I receive their response, I will immediately circulate it for Functional Review.
2. Before Mike approves the attached purchase order, it has to go to the department head first.
3. By giving that little bit of extra effort, it will help keep us in the number one position.
4. At the current time, our retailers are now involved in the ad campaign.
5. He is an expert in the area of market research.
6. Worried about the legality factor, we sent the promotion agreement to Legal for approval.
7. There were several openings in the field of Marketing.
8. We have a problem with this media thing/issue.
9. We discussed some real instances that actually happened to the sales force.
10. Two out of three of our competitors both have been using the new technology.

# Memo #1 First Draft

FROM: R.N.I. Harsh, Managing Partner

TO: Davidson & Associates Consultants

CC:

BCC:

SUBJECT: Third Request for Your Delinquent Materials

MATERIAL REQUIRED: All pertinent materials

FOR PERIOD: From June 30 to September 30 --- Work must be here by October 30 or sooner.

YOUR RECORDS ARE OVERDUE.

We cannot overemphasize the need for you to comply with the work program we have designed for you. Your failure to meet the requirements of this program creates problems in our internal work procedures. Further, you are creating penalty situations that should be avoided by adhering to the work schedule. Your immediate response will be appreciated. Should you have comments relative to the above, do not hesitate to call.

# Toning Exercise

SUBJECT: Poor Team Effort

In some cases I feel there is a lack of togetherness in the organizations. Everyone must work together toward a common goal. Your employees should be expected to take part in all promotions and incentive programs. It is their responsibility to sell, deliver, and merchandise our products. It is your responsibility to see that they have the proper equipment to work with and that the equipment is properly maintained. You should provide rewards that encourage your employees to exert that second effort. You should see that morale is high and that all employees take pride in their job and in their employer.

MINIMUM EFFORTS WILL NOT WORK!!!

Best regards,

U. Gettit