



An Introduction to Business Writing

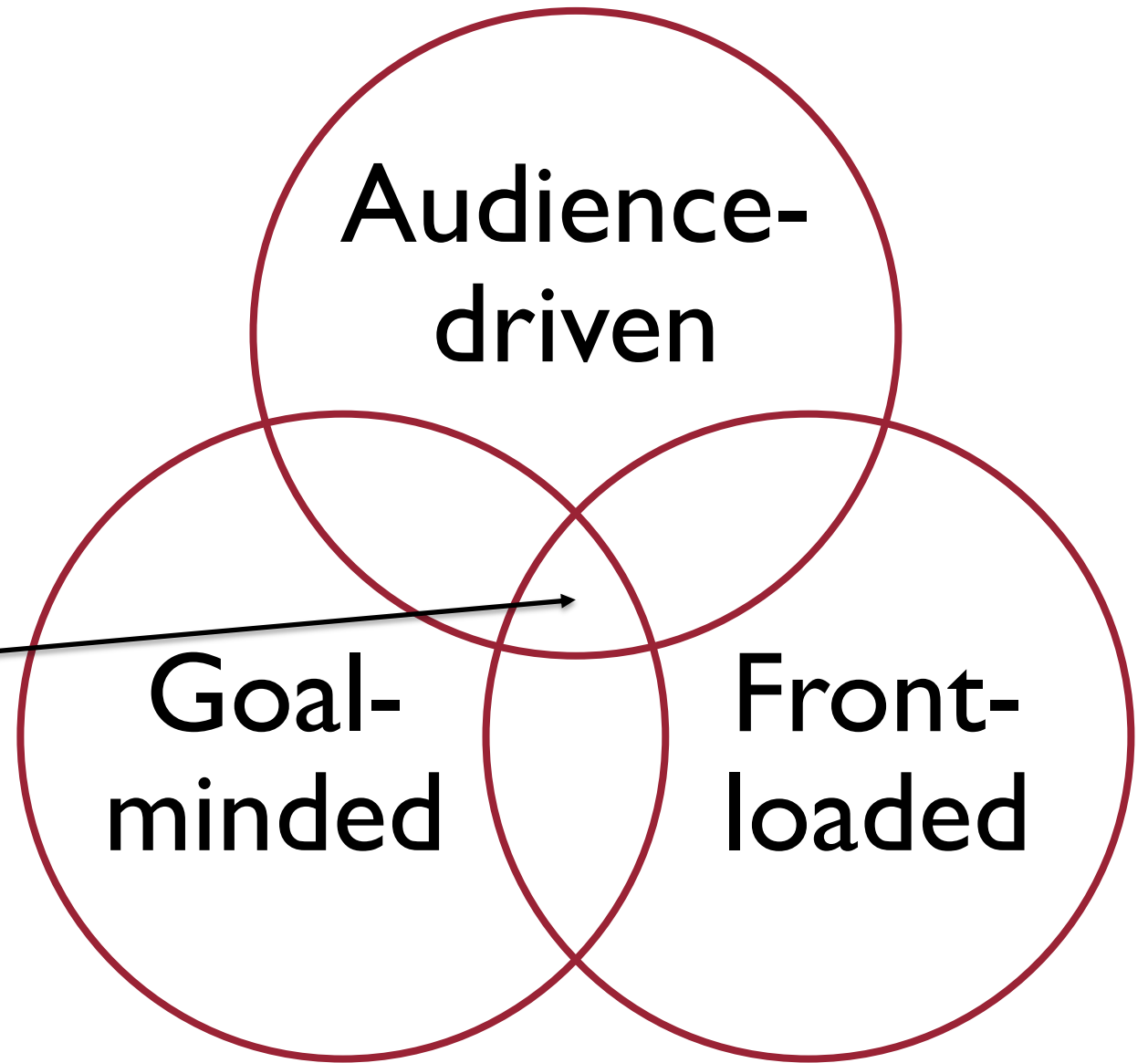
WALTON

The Business Communication Lab,
Sam M. Walton College of Business, University of Arkansas



Your message will always be:

The place where understanding occurs; the place where decisions can be made



Connect with your audience

- Tone
- Specificity
- Response
- Relevance

What **tone** should I adopt?

I need you to send me the files by 4:00 P.M.

Did I miss anything in class today?

I think the grade you gave me is unfair.

How **specific** do I need to be?

- ~~I feel that class went well today.~~
- ~~Due to the fact that the weather was inclement and icy, I could not attend class.~~
- ~~At this point in time, I would like to ask for some help on Problem 6, which I did not understand.~~

How will the audience **respond**?

- Avoid colloquialisms, idioms, or clichés
- Use a simple sentence structure
- Write with precision but in plain terms

Are my ideas **relevant**?

- Answer the “**so what**” question
- Define all unfamiliar terms or abbreviations
- Give the reader all the information necessary to understand your message

Response activities

- He hit a home run on that presentation.
- You will not be charged the first monthly fee unless you don't cancel within the first thirty days.

Garret X

Today, 11:45 PM

Subject: Class

This is Garret from your 8:00 am class. I'm trying to submit the assignment that's due at midnight and BlackBoard is not working.

Revise with your peer:

- The item I purchased from your facility has ceased working after only 45 days. I purchased an additional 60-day warranty. Thank you for your time and consideration.
- Go to the UGPO to find out your FBC instructor.

To Recap...

Business Communication **vs.** Academic Writing

- Audience-driven
- Goal-minded
- Front-loaded
- Personal opinions
- “Fluff” language
- Build-up to reveal

You have been hired as a consultant by Reynolds Bumpers Gearhart (RBG), a Chicago-based company that recently purchased Fayetteville-based Sake Logistics for \$250 million in cash and stock. One concern for RBG is incorporating Sake’s 300 employees into its current workforce of 4,000 – especially the workers in its offices in Shenzhen (China), Singapore, and Jeddah (Saudi Arabia).

RBG has faced this problem before. In 2012, RBG purchased another firm, Hub Logistics. Its employees struggled to adjust to cultural differences regarding time and communication. These new teams missed several deadlines and produced low-quality work for several months before collaborating effectively with their colleagues working abroad. RBG wants to make sure Sake employees receive the proper training to work together and collaborate effectively with team members in these three locations. Instead of learning by trial and error like Hub employees did, RBG wants Sake employees to communicate and collaborate effectively from the start.

RBG wants to prevent the problems that occurred in 2012 from happening again. What recommendations would you give them to overcome these challenges and navigate a new business environment in these locations? What relationship-building strategies would you recommend to Sake employees to help them collaborate with team members across the globe and develop stronger ties with them? Senior management needs to learn what the current research is on teamwork, negotiating diverse viewpoints, working across different time zones, and cross-cultural communication. RBG and Sake senior management would also like to know how other companies have successfully dealt with similar challenges. Your job is to conduct this research and provide two recommendations to senior management.

Your task: Compose a 2-page, single-spaced business brief providing RBG and Sake with two recommendations for working with a new team. Be mindful of your tone; you should **recommend**, not dictate action.

Note: You must cite 4 different articles/sources in APA on your references page. The references page won’t count towards the 2-page requirement. When citing sources, use parenthetical citations (*Publication Manual of the APA* §6.11-21), not footnotes. The readings below are in APA format.

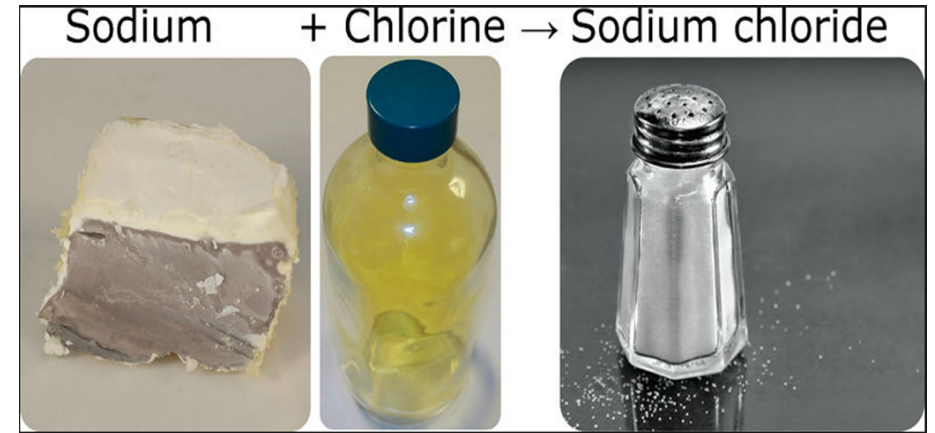
Freshman Business Connections 2019 Business Brief Rubric

	Unsatisfactory	Satisfactory
Purpose & Audience	<ul style="list-style-type: none"> • Student misunderstands the purpose of the brief • Student provides 0-1 recommendations • Student addresses the wrong audience 	<ul style="list-style-type: none"> • Student understands the purpose of the brief • Student provides 2 recommendations • Student addresses the correct audience
Organization & Synthesis	<ul style="list-style-type: none"> • Brief not organized in a logical way • Brief lacks synthesis of ideas; student simply states facts • Brief lacks evidence to support its recommendations 	<ul style="list-style-type: none"> • Brief is organized in a logical way • Student synthesizes information into a coherent, plausible recommendation • Brief contains factual support for all recommendations
Professionalism & Style	<ul style="list-style-type: none"> • Student uses inappropriate tone • Style is too informal or unprofessional • Student uses slang, jokes, or jargon • Student does not demonstrate appropriate level of cultural/global sensibility and awareness • Brief suffers from wordiness/unnecessary information that prevents easy understanding 	<ul style="list-style-type: none"> • Student uses a professional yet conversational tone • Style is appropriate yet engaging • Student does not use slang, jokes, or jargon • Student demonstrates an appropriate level of cultural/global sensibility and awareness • Brief uses concise phrasing and precise language; an average reader could easily understand information on first read-through
Grammar & Punctuation	<p>Brief contains extensive errors in the areas below that would distract the average reader or make comprehension difficult for the average reader:</p> <ul style="list-style-type: none"> • Spelling • Grammar • Punctuation • Word choice 	<p>Brief may contain some minor spelling, grammar, punctuation, or word choice errors, but not enough to distract the average reader.</p> <p>Also, the average reader would have no trouble understanding the brief on the first read-through.</p> <p>In short, the writer's credibility would not suffer due to the frequency of these types of errors.</p>
Genre conventions & Format	<ul style="list-style-type: none"> • Brief fails to follow the format given in the model • Brief lacks correct parenthetical citations • Brief lacks a reference page or reference page contains incorrectly cited materials 	<ul style="list-style-type: none"> • Brief follows the format given in the model • Brief contains a reference page and all sources are cited correctly per APA formatting guidelines given in the assignment prompt • Brief contains correct APA parenthetical citations



How do I do my “job?”

- Analyze facts
- Locate patterns
- Rank importance
- Provide recommendation



Synthesis means putting **parts** of an element together to make a **whole**.

Integrating sources

Using in-text citations:

Author is stated	According to Scott (2013), "A good manager is more like a friend than a boss" (p. 199).
Author is not stated:	He stated, "Everyone loves a stick of gum" (Scott, 2013, p. 199), but he did not offer an explanation as to why.
Paraphrased with author	According to Scott (2013), business is always personal.
Paraphrased without author	The office is like a family (Scott, 2013, p. 199). *page number is not required but suggested

How do I start?

- Consider your audience: **RBG executives**
- Consider your job: **Research and recommend**
- Consider what is needed: **2 concise suggestions**

Business brief format:

Your name
Date
WCOB I III
Instructor name

Title with a line break

No page numbers needed

Teamwork Recommendations for Reynolds Bumpers Gearhart Senior Management

Left-aligned

Your first sentence should **summarize the purpose of your business brief in an interesting, engaging way**. Your first sentence should not say “The purpose of this brief is to inform you about x” or something equally wordy and boring; instead, say something more interesting like “While Reynolds Bumpers Gearhart has long used cross-functional, remote teams to complete projects, ensuring those teams possess a collaborative ethos remains a challenge.” Please note that you may *not* use the sentence quoted above as your first sentence; say something equally engaging and impactful that also signals *why* you are writing to your reader. After that initial sentence, you will want to provide an overview of your recommendations. In short, succinctly state what two initiatives/programs/practices you recommend. Do not go into great depth as to *why* you are recommending them or *how* you recommend Reynolds Bumpers Gearhart (RBG) implement them, as that will be what the body paragraphs do. Your introduction’s final sentence should summarize in one or two points how your solutions will benefit RBG.

1 inch margins

1 line break

Your first body paragraph should go into greater depth about the first initiative/program/practice you recommended to RBG. Be sure your topic sentence does not merely provide information or describe the initiative. Instead, your **topic sentence should put forth a position/make a claim that the rest of the paragraph substantiates**. For example, do not say “Marriott also has a diverse

Use your resources!

Schedule an appointment
walton.mywconline.com/

OR

Google “Walton BCL”

View our resources

wordpressua.uark.edu/bclresources/

OR

Google “BCL Resources”
**Google “BCL FBC” for FBC
assignment details**

Walton Business Communication Lab

You have successfully logged out of the system.

First visit? Register for an account.
Returning? Log in below.

AVAILABLE SCHEDULES

- 2019 Fall Schedule
- 2019 Summer Schedule

Check box to stay logged in: ?

LOG IN

Please note that for e-tutoring appointments, we estimate that **we can provide feedback on 10-15 pages per hour**. This page range assumes we receive a relatively polished draft that the author has already proofread.

Please bring a **hard copy/printout** of your work to your appointment. Also bring your assignment prompt and rubric if you have it.

Welcome to WOnline 5.1! To get started, register for an account by clicking the link to the left.



WELCOME, RYAN ▾

September 23 - September 29, 2019 2019 Fall Schedule ▾

◀ PREVIOUS WEEK | CURRENT WEEK | NEXT WEEK ▶ 📅

🔍 🗨️ 📄 📅 📧 HELP?

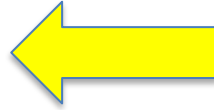
Sep. 23: Monday	8:00am	9:00am	10:00am	11:00am	12:00pm	1:00pm	2:00pm	3:00pm	4:00pm
Garrett Bronn FACE-TO-FACE, ONLINE & ETUTORING									
Kiara FACE-TO-FACE, ONLINE & ETUTORING									
Luis (ESL, Grad) FACE-TO-FACE, ONLINE & ETUTORING									
Mia FACE-TO-FACE, ONLINE & ETUTORING									
Raquel FACE-TO-FACE, ONLINE & ETUTORING									
Ryan FACE-TO-FACE, ONLINE & ETUTORING									
Samuel Lipson FACE-TO-FACE, ONLINE & ETUTORING									

Submitting on Blackboard

ASSIGNMENT INFORMATION

Due Date
Friday, October 11, 2019
11:59 PM

Points Possible
5
[View Rubric](#)



Due: Oct. 11

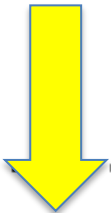
ASSIGNMENT SUBMISSION

Text Submission

[Write Submission](#)

Attach Files

[Browse My Computer](#) [Browse Content Collection](#)



.pdf, .doc, .docx only
NO PAGES FILES

We have a podcast!

Subscribe on:



Apple Podcasts



Spotify Podcasts



Google Podcasts

Find us on social media!



@WaltonBCL



@waltonbiztalk



@Walton_BCL