

JOB SKILLS

WEEKS: 7 & 8

HOURS: 6

- Introduction to business correspondence, emails, faxes and memos
- Simple presentations

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Memorandum:

It is a written communication from one person to another within the same organization. Memos are written for a variety of purposes.

to inform decisions,
actions, etc.

to remind someone of
action required.

MEMO

TO:
FROM:
DATE:
SUBJECT:

to request decision,
actions, etc.

to provide information
of any kind.

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- **Fax Message:**
- Use fax to send a printed copy of any document, especially diagrams and illustrations
- Prepare the message on the company's standard fax template where one exists
- Make up a fax letterhead if necessary, including headings like To/ From/ Date/ Fax Number/ No. of Pages/ Copy to/ Date
- Do not use a salutation or complementary close on fax messages

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- **Fax Messages:**

- Use the same techniques when writing a fax message as you would a business letter
- Remember numbers or bullets if this would help your display
- Sign the fax in the usual way
- Send a cover fax with an accompanying document, and remember to indicate the number of pages being sent in total
- Key in the fax number correctly
- Keep a copy of important documents

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- **Emails:**

- Compose a SMART subject heading. This will give the recipient a good idea of the contents of the message, and it makes for easier handling.
- Keep caps lock off. Capitals indicate shouting and can appear threatening.
- Use an appropriate greeting and sign off.
- Check your syntax.
- Be sure you hit the right reply button. Use 'reply to all' wisely.
- Slow down. Every word counts and one mistake is too many.

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- **Emails:**

- Keep copies. Just as you would keep copies of important letters, it is good practice to print out important emails too.
- Use the right tone. With email all you have are words. Careful writers learn to choose their words carefully and get the tone just right.
- Check your message. Re-read your message before you hit 'send'. Proofread means a lot more than spell checking! Check for accuracy, brevity, clarity, as well as organization and tone.

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- **PRESENTATION**

- ~~What is a presentation?~~

A presentation is any opportunity to communicate your point of view or ideas to an audience. This can be informal or formal, impromptu or prepared, individual or group.

We will cover the following important topics:

- **Planning**
- **Writing**
- **Completing**
- **Delivering the presentation**

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- **PRESENTATION**

PLANNING:

- **Get to know your listeners:** Clarify the interests and needs of your listeners and determine what values, hopes, advantages, fears and concerns your listeners have; know the level of the audience on your topic.
- **Analyse the circumstances around your talk:** Know the age group of the audience, how many people will there be and what has brought your audience together.
- **The location and the size of the audience:** Check the room size, seating arrangements, layout and set-up.

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- **PRESENTATION: WRITING:**

- Brainstorm the topic: Write down everything about the topic that comes to your mind.
- Get the hard information: Read up and research as much information as possible on your topic. The facts, statistics, quotes and opinions that your research produces will add to the persuasiveness of your presentation.
- Write a draft and read it aloud: when you write the first draft of your speech, it should contain the three basic elements:
 - *The Introduction*
 - *The Discussion*
 - *The Conclusion*
- Use visual aids: Visual aids help to create interest and to illustrate points that may be hard to explain using words alone.

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• PRESENTATION - - - - -

Here are some visual aids that you might consider for your presentation:

- Overhead projector and transparencies
- Whiteboard
- Flip charts to prepare
- Video clips
- Models and/or samples
- A computer based program such as Microsoft Power Point.

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- **PRESENTATION**

COMPLETING:

- Practice: The more rehearsals and the more practice you do, the better you will become.
- It's natural to feel nervous: Avoid nervousness by taking a deep breath, hold it. Then let it out with a confident smile.

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• PRESENTATION

Delivery of your speech: The following seven factors will contribute towards our success during the presentation:

- Your start
- Audience mood
- Your voice
- Body language
- Your visual aids
- Timing
- Conclusions