

Name: _____

Writing

Conventions:

The 5 Cs of Workplace

Writing

Outcomes:

- Identify the 5 Cs of Workplace Writing
- Practice being clear
- Practice being coherent
- Practice being concise
- Practice being courteous and confident
- Practice being correct

5 Cs of Workplace Writing

Your writing should always:

Be **CLEAR**/have **CLARITY**:

- Make sure your purpose and intent are clear to the reader.

Be **COHERENT**:

- Keep your writing organized and easy to read and understand.

Be **CONCISE**:

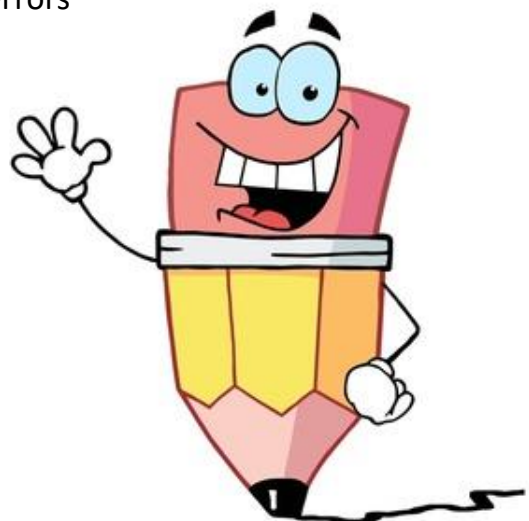
- Include only necessary and relevant information.

Be **COURTEOUS** and **CONFIDENT**:

- Address the reader politely and with confidence.

Be **CORRECT**:

- Free of grammar, punctuation and spelling errors



Being Clear

Present information clearly to avoid being misunderstood.

To ensure you are being clear, ask yourself:

- What is the purpose of the writing task? Is it clearly stated at the beginning?
- What information does the reader need to know? Have I included all of the relevant information?
- How is the information organized? Can the reader easily follow it?

Practice – Being Clear

Answer the following questions about each letter.

1. Highlight the purpose of each letter.
2. Why is each letter unclear?

<p>Dear Mr. Amponza:</p> <p>It is with great pleasure that I am sending you this message for the purpose of following up on your phone call on the date of June 9th. I have checked with one of our computer technicians and there is a good possibility that he may be able to provide your company with the assistance you have requested. He is available on June 16th and will be at your head office by 9:00 a.m. In the event that he cannot make it on that date, we will inform you by way of a phone call the day before.</p> <p>Sincerely,</p> <p>Doug Brown</p>	<p>Dear Ms. Rozelli:</p> <p>Judith and I have known each other for many years. We worked together at Sears from 2001–2009. At that time, she and I were both sales associates in the cosmetics department. Judith was very hardworking, and she was always willing to work overtime. The customers loved her because she had a way of making them feel special. She would go out of her way to help them with any requests they had.</p> <p>As a co-worker, Judith was a very pleasant person to work with. She was cheerful and optimistic and always had a smile on her face. She got along well with everyone in the department.</p> <p>Yours sincerely,</p> <p>Lorna Klutz</p>
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Being Coherent

Have you ever read something (or seen a movie) that jumped from one idea to the next leaving you confused and unsure of what was going on? This feeling is a lack of coherence (or organization) on the part of the writer.

To be cohesive you need to help the reader connect the dots between one idea and the next. How do you do this? Here are some tips:

1. Include topic sentences at the beginning of all paragraphs in all types of writing.
2. Use transition words to link sentences together
3. Use a logical structure for your writing. Include headings if necessary.
4. Use bulleted lists to make your writing more readable.

There are several ways to arrange your ideas in your writing:

- **Chronological order** – ideas are written in the same order they occurred in.
Used for instructions
 - Transition and signal words: first, then, next, now, afterwards, before,...
- **Physical order** – often used for writing descriptions; ideas are placed in order of space (left to right, top to bottom, outside to inside, etc)
 - Transition and signal words: to the right/left, above, beside, ahead,...
- **Order of importance** – the writer starts with the most important information and ends with the least important.
 - Transition and signal words: more importantly, central, main, finally,...
- **Problem and Solution** – The writer explains a problem and proposes a possible solution to solve the problem.
 - Transition and signal words: Problem, issue, answer, propose, solve,...
- **Cause and Effect** – The writer describes why something happened and/or the results of an event. Used for incident reports.
 - Transition and signal words: Because, as a result, since, therefore,...

Practice – Being Coherent

How would you arrange your ideas for the following writing tasks? Explain why you would arrange your writing this way.

Writing Task	Arrangement	Why?
1. How to use the copier		
2. A suggestion of how to solve a filing problem		
3. A list of tasks you need to accomplish		
4. A description of your job		
5. An explanation of how you slipped on the ice outside the office		
6. A paragraph explaining how to put together a piece of furniture		
7. An email to tech support outlining an issue with your computer		
8. A statement for MPI outlining your car accident.		
9. Driving instructions from your home to work		

Being Concise

Being concise involves stating only the important information and avoiding irrelevant details.

Here are a few tips to help you write concisely:

- Start your writing with an introductory sentence
- Use single words instead of phrases with a lot of words. E.g. use because instead of ‘as a result of’
- Use sentences that are simple instead of complex. Try to keep your sentences short, with one idea per sentence. E.g. “We met to discuss the new proposal” instead of “The purpose of the meeting was to discuss the new proposal”
- Use verbs instead of noun clauses if possible. E.g. “Let’s meet” instead of “Let’s have a meeting”
- Ask yourself, “Does this need to be said?” after every sentence. If the answer is no, delete it. This tip also applies to parts of sentences too. You can also remove phrases such as “I think”, “I believe”, and “in my opinion”.
- Don’t be repetitive

Practice – Being Concise

Use the tips above to edit the following letter to make it more concise.

Dear Mr. Kovak:

I would like to take this opportunity to congratulate you on your recent promotion from sales manager to the position of Director of Marketing. Your previous successes in the sales department of XYZ Company are very impressive and we know that you will be an asset to the marketing department.

You will be starting in your new position as Director of Marketing on January 11, 2011. Since this is a full-time permanent position, you will be entitled to full benefits, including dental and extended medical coverage, as of April 12, 2011.

Please do not hesitate to contact me if you have any questions or concerns and I would be more than happy to answer any questions you may have.

Sincerely,

George P. Fredrickson

Being Courteous and Confident

Ensure your tone is polite and your writing is phrased as positively as possible. Trust yourself and your knowledge of what you are writing about but avoid being rude or aggressive.

- Always identify yourself and/or who you are writing on behalf of.
- Avoid using phrasing that includes “not” (e.g. do not, cannot, etc.). For example, instead of writing, “Do not leave computers unlocked” try instead, “Please ensure computers are locked before leaving them”.
- Avoid expressions that begin with, “I think”, “I believe”, and “In my opinion”
- Assume your reader is intelligent and interested in what you have to say.

Practice – Being Courteous and Confident

Write the following prompts as polite and/or confident sentences.

1. Make me a sandwich

2. Type this letter

3. Confirm your appointment by email

4. I have not received my Amazon order

5. Clean up after yourself

6. Do not run

Being Correct

It is incredibly important to make sure that your writing is as correct as possible. This doesn't just include spelling, punctuation and grammar. You also need to consider if your information is accurate and true. This means double checking facts and numbers.

To learn more about being correct, see the modules on Grammar and Punctuation.

Practice – Being Correct

Edit the following paragraph for accuracy as well as grammar and punctuation.

**To help edit for accuracy, underline all of the facts in the paragraph then do an internet search to see if the facts are true.*

Winnapeg is located in manishoba and is the largest city in Western canada. The populasion of Winnapeg is over 1 million people! The city was originaly named after the popular disney character Winnie the Pooh. This inspired the name of their nhl team, the Honey Bears. Many people in Winnapeg enjoy winter sports such as ice skatting skiiing snowbording and tobogganing. In the summer, the weather is beutiful, even getting warmer than southern california. grand beach, on lake winnipeg, has some of the nicest sand in the entire world. This beach is a poppular destinasion for all Manitobans

Answer Key: The 5 Cs of Workplace Writing

Practice – Being Clear

<p>Dear Mr. Amponza:</p> <p>It is with great pleasure that I am sending you this message for the purpose of following up on your phone call on the date of June 9th. I have checked with one of our computer technicians and there is a good possibility that he may be able to provide your company with the assistance you have requested. He is available on June 16th and will be at your head office by 9:00 a.m. In the event that he cannot make it on that date, we will inform you by way of a phone call the day before.</p> <p>Sincerely,</p> <p>Doug Brown</p>	<p>Dear Ms. Rozelli:</p> <p>Judith and I have known each other for many years. We worked together at Sears from 2001–2009. At that time, she and I were both sales associates in the cosmetics department. Judith was very hardworking, and she was always willing to work overtime. The customers loved her because she had a way of making them feel special. She would go out of her way to help them with any requests they had.</p> <p>As a co-worker, Judith was a very pleasant person to work with. She was cheerful and optimistic and always had a smile on her face. She got along well with everyone in the department.</p> <p>Yours sincerely,</p> <p>Lorna Klutz</p>
<p>1. See above</p> <p>2. This letter is unclear because its purpose is buried in the text not stated at the beginning.</p>	<p>1. No purpose stated</p> <p>2. This letter is unclear because the purpose is not stated leaving the reader wondering, “why am I reading this?”</p>

Practice – Being Coherent

	Arrangement	Why?
1.	Chronological Order	Answers will vary.
2.	Problem and Solution	Answers will vary.
3.	Order of Importance	Answers will vary.
4.	Order of Importance	Answers will vary.
5.	Cause and Effect or Chronological Order	Answers will vary.
6.	Chronological Order or Physical Order	Answers will vary.
7.	Cause and Effect or Problem and Solution	Answers will vary.
8.	Cause and Effect or Chronological Order	Answers will vary.
9.	Chronological Order	Answers will vary.

Practice – Being Concise

Dear Mr. Kovak:

~~I would like to take this opportunity to congratulate you~~ **Congratulations** on your recent promotion from sales manager to ~~the position of~~ Director of Marketing. Your previous successes in the sales department of XYZ Company are very impressive and we know that you will be an asset to the marketing department.

You will be starting in your new position as Director of Marketing on January 11, 2011. ~~Since this is a full-time permanent position,~~ you will be entitled to full benefits, including dental and extended medical coverage, as of April 12, 2011.

~~Please do not hesitate to contact me if you have any questions or concerns and~~ I would be more than happy to answer any questions you may have.

Sincerely,

George P. Fredrickson

Practice – Being Courteous and Confident (Answers will vary, examples given)

1. Can you please make me a sandwich? Thank you.
2. Please type this letter at your earliest convenience.
3. Please confirm your appointment by email.
4. My Amazon order has yet to arrive.
5. Please be considerate of others and clean-up after yourself.
6. Please walk.

Practice – Being Correct (false and incorrect statements have been crossed out)

Winnipeg is located in **Manitoba** and is the largest city in Western ~~Canada~~. The **population** of **Winnipeg** is over ~~1 million people!~~ The city was **originally** named after the popular ~~Disney~~ character, ~~Winnie the Pooh~~. This inspired the name of their ~~NHL~~ team, the ~~Honey Bears~~. Many people in **Winnipeg** enjoy winter sports such as ice **skating, skiing, snowboarding,** and tobogganing. In the summer, the weather is **beautiful**, even getting warmer than **Southern California**. **Grand Beach**, on **Lake Winnipeg**, has some of the nicest sand in the entire world. This beach is a **popular destination** for all Manitobans.

End of Module Reflection

After completing this module, answer the questions below. If you answer agree (3) for each question, ask for a review or a final assessment from an instructor. If you answer maybe (2) or no (1), have a discussion with an instructor to make a plan to improve your performance and confidence.

1 – No

2 – Maybe

3 – Yes

A	I understand all of the outcomes covered in this module.	1	2	3
B	I do not need any further assistance from an instructor on the material covered in this module.	1	2	3
C	I do not need more practice questions or assignments	1	2	3
D	I am confident in my abilities to complete tasks related to this module.	1	2	3
E	I am ready to complete a review and/or a final assessment related to this module.	1	2	3

Reflection
