

Deloitte.



Graduate to Business Writing Workbook



The KISS principle

Which answer you think is the correct definition of the acronym KISS when writing for business?

- 1. Keep It Super Simple**
- 2. Keep It Short & Sweet**
- 3. Keep It Simple, Sir**
- 4. Keep It Short & Simple**

The KISS principle

KISS acronym for writing for business stands for

Keep It Short & Simple

Things you should know

Come up with a way to shorten the sentence below:

'Our toothpaste will make your teeth cleaner and brighter and ultimately give you a happier life.'

Writing Business Emails Activity

Which one of the following would you NOT use to start a business email to someone you haven't met before?

Tick

- A Hey
- B Hello
- C Good Morning

Which of the following should you check before sending a business email?

Tick

- A Spelling of the recipients name
- B Job title of the recipient
- C Attachments
- D Spelling and Grammar
- E All of the above

Which of the following subject line headings would you use for a business email? You can choose more than one answer here.

Tick

- Hi!
- B Meeting Agenda
- C GUARANTEED!
- D Great to see you at the speed networking last night!
- E Workshop Reminder Graduate to Business Writing

Free Coffee for Career Advice

The Do's of Writing Business Emails

Here are some things to remember when writing business emails

- **DO** think about your reader and whoever else might read your email or document
- **DO** make your writing conversational: this will make your email or document easier to read and to relate to
- **DO** keep your writing simple and straightforward
- **DO** write in clear, concise and thorough fashion
- **DO** be clear around your subject matter
- **DO** check your writing as you go and proofread before sending
- **DO** save well-written documents and emails as templates for future use
- **DO** use a proper salutation. Rather than 'Hey', instead use 'Hello' or 'Good Morning'
- **DO** check any attachments before sending
- **DO** choose a good subject line which catches the attention of and engages your reader.

The Don'ts of Writing Business Emails

Here are some things to remember when writing business emails

- **DON'T** use jargon to describe something that is already complex. Using jargon like this will make your writing more complicated and difficult to read
- **DON'T** rely on your computer's spelling/grammar checking
- **DON'T** be overfamiliar – by this we mean writing informally to someone you don't know. For example, you wouldn't start an email to a new contact with 'Alright mate?'
- **DON'T** write the incorrect recipient's name, gender or job title
- **DON'T** leave your subject line blank – it should be concise and clear in regard to the contents of the email
- **DON'T** use the wrong tone – your language is important as emails are easily shared and saved
- **DON'T** use a negative tone. Sometimes you might have to give bad news by email, and this is where you need to think about using the appropriate tone and writing with empathy.

The Four Stages of Reader Engagement

Engaging your reader can be broken down into 4 different stages

Stage 1

Outline the context

Here, you should write a line or two, establishing the common ground between you and the reader.

Stage 2

Describe the trigger

Explain why you're writing this now. What is it that's changed or needed to change? This should be a line or two.

Stage 3

Ask a question

Raise an 'action-orientated question', such as "*How do we prevent this?*" Or "*How do we reduce the cost of this?*"

Stage 4

Give the answer

This is where you can give your suggestion, recommendations or key findings. Aim to give a complete solution in no more than 25 words

The SCRAP formula

SCRAP helps you structure your emails in the most logical way possible to create the desired impact.

S is for Situation

Set the context for your message with something pleasant. It could be along the lines of 'Thank you for your time yesterday'.

C is for Complication

Here, you should say why you're getting in touch. It could be you have a problem you need to solve, or perhaps some advice you need, or information on an area you're unfamiliar with.

R is for Resolution

Here, you should put your proposed resolution to the problem you're facing and explain your solution clearly.

A is for Action

Now you will need to suggest what action the reader can take, based on your resolution. It could be that it isn't the reader who has to take the action, it could be you, or someone else.

P is for Polite

Finish with the right tone and sign off politely.

An example of the SCRAP formula in use

To:

Cc:

Subject:

From: Signature: None

S Hi Connie,
Thank you for a productive and useful meeting. We covered a lot in the short time we had today.

C Unfortunately, Kamil has now brought forward the deadline on this project. We now have only three weeks to get everything ready for the first live virtual event as it has been brought forward by a week due to demand.

R Don't worry though. Fortunately, we have been allocated more budget to hire a freelancer to help with the workload. With the additional resource, we should be fine to deliver in time for the event, provided there are no further games.

A I'll draw up an action list and hire the additional resource for this project. I'll also amend the project plan and timelines to ensure we stay on track.

P Thank you again for your time and help on this project - it's really appreciated. Please let me know if you have any questions
Best wishes
Enrica

Enrica Reynolds
Account Manager

Top tips for beating procrastination

Put research first

Research should be one of the biggest parts of your preparation. This means that you need to do your research before you start actually writing. If you try to combine the two, you could end up feeling overwhelmed. Don't try to make everything come together in one go, take each step one at a time.

Ask the reader what they want

When you feel stuck, it could mean that you just don't know what you should write or why.

To counter this, pull yourself away and simply ask whoever you're writing for what they want or outline what you're planning to cover. You might find you're missing a section or even including too much detail.

Having clarity around the reader's needs will make every part of your writing easier.

Try and remind yourself why

Sometimes we can forget *why* we are writing something as we become overwhelmed by the task at hand. Try writing the purpose of your piece of writing on post-it and putting it somewhere visible, to remind you of *why you're writing*.

Top tips for beating procrastination

Mind-map it

A mind-map will help you get into the flow of writing. Put the subject you're writing about in the middle of the page and then make notes of what you need to cover around this subject. Ask yourself Why? How? What? When? Where? Who? Until you have noted down everything you know. This is a great tool that will help you map out your piece.

Write Gibberish

Sometimes typing random letters, putting pen to paper or even doodling can help relax you if you're feeling overwhelmed. Your mind is being instructed to type or write, and by simply writing freehand, your writing will eventually turn from gibberish to words.

Draft at top speed

Draft quickly, leaving the mistakes and bad sentences in the document. Writing a brilliant first draft is very hard to do. The best content comes from revising and editing your writing, as opposed to first-time perfection!

Don't give 100%

Don't put too much pressure on yourself. Aiming for the perfect document is too much pressure for anyone, so aim for 90%! You'll be surprised at the relief you feel and how easy writing starts to become.

Top tips for beating procrastination

Use a timer

Set a timer for your tasks. This helps you split your writing and tasks into manageable chunks. Remember to factor breaks into your schedule. The pomodoro technique may be something you want to explore and try out, allowing you to achieve several small victories that eventually add up to a complete piece of work.

Say it first

Just as you would when practicing a presentation, try to stop typing and talk to someone instead. Tell them the main points of what you're writing about. It'll force you to lose vague waffle and awkward terminology – and help your writing sound more human. Then, once the ideas are flowing, transfer what you've just said to the page.

Stop playing with fonts

Spending time trying work out the best format and spending your time trying to work out the best font and format is just another form of procrastination.

Stick to writing your draft, and not worrying about fonts, the sign, the margins, the bullet points options and so on. Instead, focus on getting your piece down on paper.

Top tips for beating procrastination

Force your focus

We're in an age where it is easier to be distracted than ever. Internet access is available 24/7. We are tempted to check our social media accounts.

Try to remove the temptation of browsing through websites and social media channels by using tools like RescueTime or SelfControl, which restrict your access to certain websites based on a list that you create.

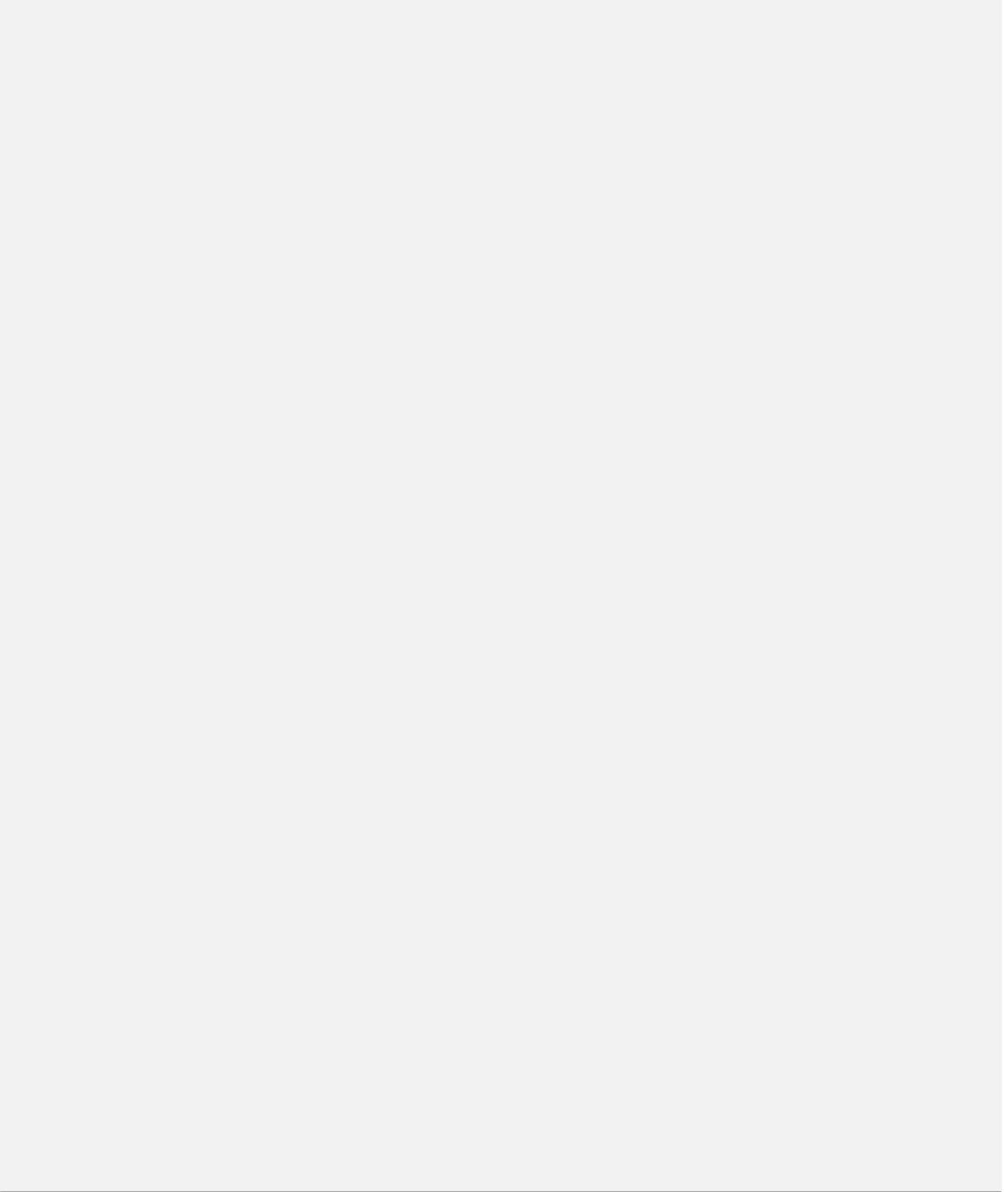
There are smartphone apps that serve the same function too. By placing restrictions on yourself, you'll be able to focus on your writing and not have your flow interrupted.

Try something new

It could be that trying something new that will change your writing habits for the better. If you're used to utilising the same processes when writing, but find you always procrastinate, try researching other approaches that will help you change your habits. New approaches will take getting used to, but you might find it revolutionises your writing!

Additional notes

Use these pages to write down any additional notes from the session

A large, light gray rectangular area intended for writing additional notes. It occupies most of the page below the header and instruction text.

Further links

Main Careers Site:

https://www2.deloitte.com/uk/en/careers/careers.html?icid=top_careers

Grad Programmes:

https://www2.deloitte.com/uk/en/pages/careers/articles/graduate-opportunities.html?icid=top_graduate-opportunities

SVS Programmes:

https://www2.deloitte.com/uk/en/pages/careers/articles/summer-vacation-scheme.html?icid=top_summer-vacation-scheme

Apprentice Programmes:

https://www2.deloitte.com/uk/en/pages/careers/articles/brightstart-business-apprenticeship-scheme.html?icid=top_brightstart-business-apprenticeship-scheme

Frequently asked questions:

<https://www2.deloitte.com/uk/en/pages/careers/articles/student-graduate-faqs.html>

Dot the Bot (ask a question):

<https://meetandengage.com/deloittestudenthelpdesk>