GEB 1012 Employee Memo Assignment

Instructions: Write a one page [four paragraphs] professional memo to employees. Directly acknowledge that they have surpassed company expectations.

Focus: From the language in the email, the employees will recognize that they have exceeded the expectations management and the firm have placed on their performance tasks. Present good news and a summary of that news.

Development: Provide employees details and examples of the expectations that were placed on them. Provide evidence of their performance that was effective. Explain which criteria of their performance was important to the company.

Organization: The subject line should be concise and specific. Make sure it is positive. Paragraphs should be organized as follows:

1. Present the good news and then summarize main points.
2. Provide details. Do not repeat information. Achieve the purpose and place details in order of importance.
3. Explain how reading the memo is beneficial to the employees.
4. Finally, end with a statement of goodwill. Shift the focus away from the message, and explain that the role as a leader is to serve them well.

References: Do not use outside sources for this assignment.

Style: The tone of the email should be strictly professional. Do not use a conversational tone. These are employees; their leader will be represented in this email. The sequence should be logical. State the reason for the memo, present the details, and end with goodwill. Use college level vocabulary. Be precise and do not use emotional language, such as “I feel.” Stay away from slang and clichés, such as “think outside the box”. Make sure the tone is impactful; the message of motivation is key.

Editing: The fastest way to lose an audience is to commit grammar or spelling errors. Employees demonstrate respect when they are respected in return. Proofread at least three times. Ask someone else to read the email aloud, and, then, have her/him explain, in their own words, the message being conveyed in the email. This is the most effective way to locate errors. Do not submit the first draft of anything, ever. The five most common errors are comma splices, run-ons, subject-verb agreement, word choice, and verb contractions. Run spell check, but do not solely rely on this tool to find errors. Triple check the document.