

Communicating in the Workplace

Daniel Thorpe | Day-03 | 6 Mar 2026

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Intro & Review

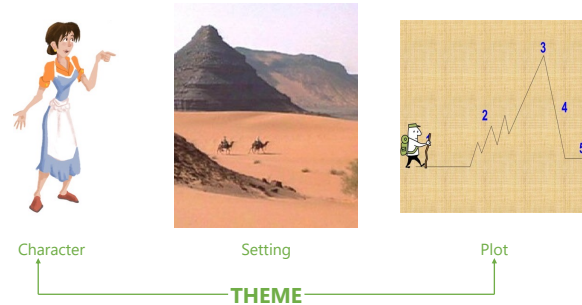
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Review



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Review: Elements of Storytelling



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Quiz!

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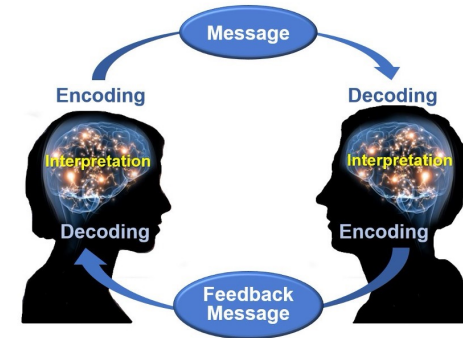
Short Story Presentations

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Routine & Persuasive Messages

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Beyond the Basics



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Direct vs Indirect Approach

<p>Indirect:</p> <p>Opening buffer.</p> <p>Reasons.</p> <p>Bad news / Request.</p> <p>Pleasant closing (set a deadline or motivate action).</p>	<p>Direct:</p> <p>Essential message in the opening.</p> <p>Reason(s) in the body.</p> <p>Pleasant closing (set a deadline or motivate action).</p>
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When to Use

<p>Direct Approach:</p> <ul style="list-style-type: none"> ➢ For routine messages and requests. ➢ For bad news when it is not too significant (e.g., small increase in cost). ➢ When the receiver may overlook the bad news. ➢ When the receiver prefers directness. ➢ When firmness is necessary (e.g., collection letters). 	<p>Indirect Approach:</p> <ul style="list-style-type: none"> ➢ When the message contains news that will upset the audience. ➢ To show sensitivity. ➢ To soften the impact of bad news.
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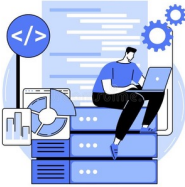
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Sample Routine Message (Bad)


This is to inform you that last month our central accounting department changed it's computer program for payroll processing. When this computer change was operationalized some of the stored information was not transferred to the new information database. As a consequence of this maneuver several errors occurred in employee paycheques (1) health benefits were not deducted (2) RSP deductions were not made and (3) errors occurred in Federal withholding calculations.

Each and every one of the employees effected have been contacted; and this error has been elucidated. My staff and myself has been working overtime to replace all the missing data; so that corrections can be made by the August 30th payroll run.

Had I made a verification of the true facts before the paycheques were ran this slip-up would not have materialized. To prevent such an error in the future I decided to take the bull by the horns. At this point in time I have implemented a rigorous new verification system. I am of the firm opinion that utilization of the new system will definitely prevent this perplexing event from reoccurring.



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Break

15 Minutes

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Sample Routine Message (Better)

Last month our Central Accounting Department changed its payroll processing program. Unfortunately, some information was not transferred to the new database, resulting in several errors in employee paycheques:

1. Health benefits were not deducted,
2. RSP deductions were not made, and
3. There were errors in Federal withholding calculations.

All affected employees have been contacted and the errors explained. My staff and I have worked overtime to replace the missing data, so corrections can be made for the 30 August payroll.

Had I verified the data before the paycheques were run, these mistakes would not have happened. I have implemented a rigorous verification system that I believe will prevent such errors in the future.

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Structuring a Persuasive (Indirect) Message-01

Gain attention in a short opening buffer:

- Mention a feature or promise a benefit to your audience.
- Gain attention with a startling statement.

Build interest and desire in the body:

- Offer something valuable.
- Appeals can be to emotions (status, self-image).
- (Or appeals can be rational — saving money, increasing efficiency).
- Focus on audience benefits; what does this mean to them?

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Structuring a Persuasive (Indirect) Message-02

Reduce resistance in the body.

- Anticipate objections and deal with them.
- Mention performance tests, polls, or awards.
- Use testimonials (with permission).
- Offer a guarantee or warranty.

Motivate action in the closing with an effective call to action.

- Offer an incentive such as a gift or guarantee of satisfaction.
- Or limit the offer with a deadline.
- Finally, make it easy for the audience to respond.

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Short Story Presentations

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Homework for Day-04

- 1. Review the Day-03 handouts.
- 2. Persuasive Message Exercise.
 - See Handout for Details.
 - Submit your solution by email, no later than:
Noon, Thursday, 13 March 2026.



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