

Communicating in the Workplace

Daniel Thorpe | Day-03 | 4 July 2025

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Intro & Review

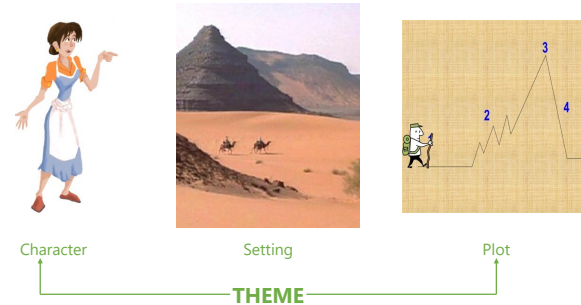
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Review Questions



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Review: Elements of Storytelling



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Quiz!

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Student Short Presentations

6

Break

15 Minutes



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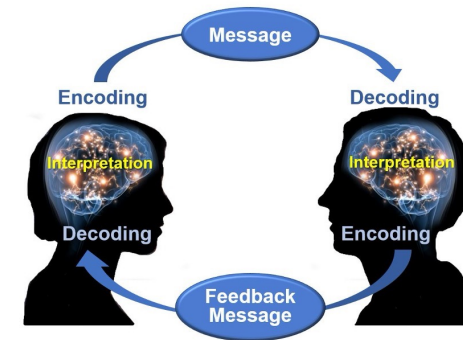
Student Short Presentations

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Routine & Persuasive Messages

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Beyond the Basics



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Direct vs Indirect Approach

Indirect:

Opening buffer.
Reasons.
Bad news / Request.
Pleasant closing.
(Set a deadline or motivate action.)

Direct:

Bad news / Request in opening.
Reason for bad news in body.
Pleasant closing.
(Set a deadline or motivate action.)

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Structuring a Persuasive 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 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.

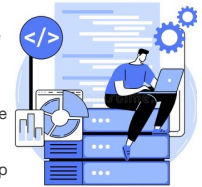
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Sample Routine Message (Bad)

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 benifits were not deducted (2) RSP deductions were not made and (3) errors ocured 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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Sample Routine Message (Better)

Last month, our Central Accounting Department changed its program for payroll processing. 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. Errors occurred 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 run.

Had I verified the data before the paycheques were run, these mistakes would not have happened. To prevent future errors, I have implemented a rigorous verification system. I believe this will prevent errors from recurring.

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Persuasive Message Example

A fellow staff member in your department recently returned from a holiday in Bali where she photographed several exotic species of birds.

The photos are excellent and you're an enthusiastic member of the local birding society. It would really be a feather in your cap (so to speak) if you could persuade this person to come and talk about her trip and show some slides at your next club meeting.

A nice supper is part of these meetings. Are there any other benefits you could suggest to her for granting this favour?



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Persuasive Exercise Solution

Opening Buffer: Hello [NAME], I really enjoyed seeing your Bali photos yesterday. They're excellent — not just the usual holiday snapshots most people take. They really deserve a wider audience.

Build Interest in the Body: You know, I might be able to help with that. My birding club has an opening for a guest speaker this Saturday.

Reduce Resistance in the Body: If you sent me a selection of your photos, I could make up a slide show for you. Then, all you'd have to do is show up and present. We don't have any other business, so the whole thing would only take a couple hours: 6:00-8:00p.

Motivate Action in the Closing: These events always include a very nice dinner, which I think you'd enjoy. If you get your images to me by tomorrow night, I can make it happen for you.



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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, 10 July 2025.



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THANK
YOU

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