

Communicating in the Workplace

Daniel Thorpe | Day-05 | 18 July 2025

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Intro & Review

2

Review Questions



3

Quiz!

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The Indirect vs Direct Approach

The direct approach:

- Essential message in the opening.
- Reason(s) in the body.
- Pleasant closing.

The Indirect Approach:

- Opening Buffer
- Reasons
- Bad News
- Closing

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When to Use

Use the direct approach:

- When the bad news is not damaging (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).
- To save time.

Use the Indirect Approach:

When the message will upset or irritate the audience.

- To show sensitivity.
- To soften the impact of the bad news.

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Example Indirect Approach-01

THE OPENING BUFFER:

- Apologize sincerely.
- Accept responsibility.
- Use good judgment.
- Convey understanding and empathy.

Examples:

- A statement of appreciation/understanding, points of agreement, an apology.
("We are so sorry to hear your Ming vase was damaged in shipment.")

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Example Indirect Approach-02

REASONS:

- Explain clearly and cautiously (be specific, if possible).
- Cite plausible audience benefits.
- Explain company policy.
- Use positive words and emphasize what you can do.
- Demonstrate fairness.



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Example Indirect Approach-03

BAD NEWS:

- Cushion the bad news.
- Position the bad news strategically in the middle of a statement or paragraph.
- Use the passive voice.
- Suggest a compromise or an alternative (a more suitable position/competition; reapplication).



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Example Indirect Approach-04

PLEASANT CLOSING:

- Be forward looking (encourage future relations).
- Suggest follow-up (end letter with follow-through advice).
- Give a special offers, resale or sales promotion if possible.
- Include good wishes.



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Negative Message Exercise

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Tips for Dealing with Disappointed Customers

- Call the individual involved.
- Describe the problem and apologize.
- Explain why the problem occurred, what your company is doing to resolve it, and how the company will ensure that the problem will not happen again.
- Follow up with a message that documents the phone call and promotes goodwill.

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Tips for Sharing Negative News with Employees

- Deliver the news in person.
- Gather all the relevant information.
- Prepare and rehearse.
- Explain: past, present, future.
- Consider taking a partner.
- Think about timing.
- Be patient with their reaction.

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Tips for Better Communications

- Use straightforward language.
- Speak slowly and enunciate clearly.
- Encourage feedback.
- Check frequently for comprehension by asking questions.
- Observe eye movements.
- Accept blame.
- Listen without interrupting.
- Remember to smile.
- Follow up in writing.

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Break

15 Minutes

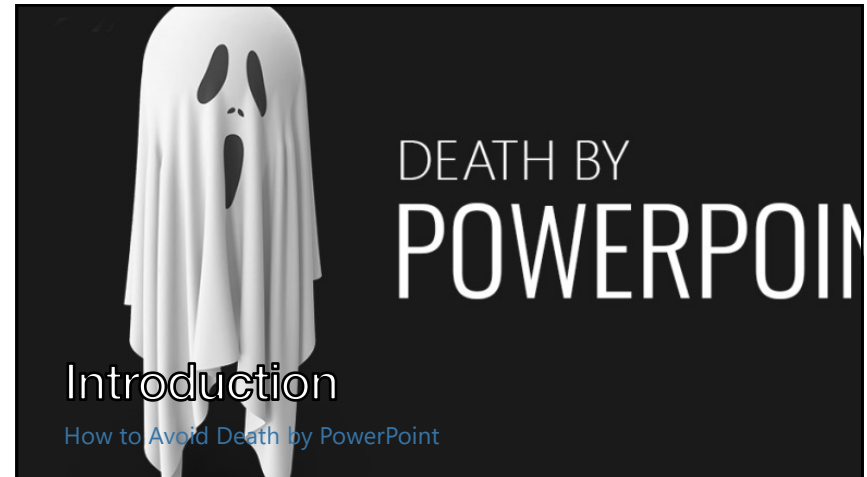


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Business Presentations

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How to Avoid DbP

1. Why present?
2. Weaknesses of a presentation.
3. What are your visual aids for?
4. What good are speaker notes & handouts?



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1. Why Present?

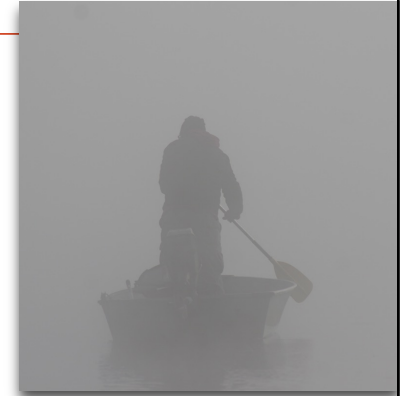
- Persuade?
- Get feedback?
- Inform?



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2. Weaknesses of a Presentation

- Takes time of a lot of people.
- Not great for detail or technical topics.



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3A. What Are Your Visual Aids For?

- Keeping the audience oriented:
 - Clear section headings.
 - Transition cues.

- Level 1
 - Level 1
 - Level 2
 - Level 2
 - Level 3
 - Level 3
- Level 1

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3B. What Are Your Visual Aids For?

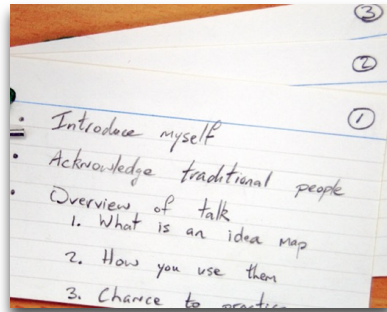
- Can include:
 - Photos.
 - Videos.
 - Diagrams.
 - Charts.
 - Whiteboard.
 - Flip Chart.



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4. What good are speaker notes & handouts?

- Speaker notes are for you:
 - PowerPoint notes.
 - Index Cards.
 - Outline.
 - Script.
- Handouts are for the audience:
 - Give out at end?
 - Beginning?



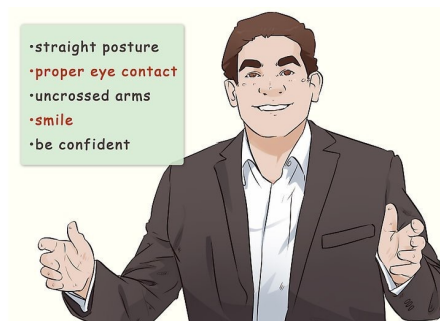
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Some Final Tips

- How do you move, speak?
- Effective Imagery?
- Nonverbal cues?



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Homework for Day-06 (Friday, 25 July 2025)

Review

1. Review the Day-05 handouts:
 - In preparation for a quiz next week; and
 - To note any questions you want to ask.

Formal Presentation

1. Send me the visual aids (PowerPoint or Keynote slides) for your Formal Presentation no later than Noon, Friday, 25 July 2025.
2. Be prepared to present your Formal Presentation (10 minutes total, including two minutes for questions).



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