



“Words have energy and power with the ability to help, to heal, to hinder, to hurt, to harm, to humiliate, and to humble.”  
Yehuda Berg

#### INSTRUCTIONS

You have to review your client's financial processes to see where there are opportunities to improve.

You have to write 3 emails to update your colleagues on the progress of this project.

You need to interpret the strengths and weaknesses of your client and provide an update on the progress - they will also need to include that they won't meet the deadline.

#### Your 3 audiences and a suggested approach:

<p>1. A colleague who has just returned from leave – the email would need to include a lot of detail but should be quite informal.</p>	<p>2. CEO/manager the email will need to be kept brief and only high level information will be required. They will need to warn them there is a high chance they will be charged for the delay. Informative yet concise.</p>	<p>3. The Client the email needs to be concise and informative. They will need to ask for an extension and provide detail as to why there is a delay and what the actions are to ensure the document will be completed as soon as possible. Persuasive.</p>
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#### WARNING

Email messages are written and automatically stored digitally, and can be recovered and read, even after deletion.

- Client is a retail organisation
- They have been holding meetings with key staff/personnel to discuss how the company is running and to identify what strengths and weaknesses have been highlighted
- They are behind on their meetings and have been given a deadline of when the final report needs to be submitted
- Date today is 01 April and the deadline for the report is 14 April. However the final 5 meetings are scheduled for 08, 10, 16, 18 and 22 April
- The client has added a clause in the contract which states there will be penalty charges if the report is delayed
- So far, from the meetings, the following strengths and weaknesses have been identified
- Strengths could include: Strong customer base, Revenue grown over past 3 year, Strong relationship with suppliers
- Weakness could include: Costs have risen at higher rate than revenue, Lack of financial expertise within team, High staff turnover

Consider how you would change the language to match the different audience.  
Will you include all the information in all the messages? Is the tone of your language always the same?