

MO # 16, 3, 1972

MEMORANDUM CIRCULAR

TO : ALL CHIEFS OF DEPARTMENTS AND STAFFS; ALL HEADS OF
SPECIAL PROJECTS; REGIONAL, PROVINCIAL AND PROJECT
IRRIGATION ENGINEERS; IRRIGATION SUPERINTENDENTS
AND/OR OFFICERS - IN - CHARGE OF IRRIGATION SYSTEMS/
OFFICES
National Irrigation Administration

SUBJECT : Role of Effective Communication in
Successful Management

Communication is a very valuable management tool. Top management personnel down to the lowest level supervisors get things done through their subordinates. To obtain the best out of a job done through people, the necessity of an effective communication cannot be dispensed with. It is with this end in view that the following excerpt from the SGV Management Services issue of January 1972, Volume VIII, No. 9, is hereby reproduced for general information and reference for all.

for
ALFREDO L. JUINIO
Administrator

Enclosure;

February 22, 1972

ASS/jst

SEVEN STEPS TO EFFECTIVE BUSINESS COMMUNICATIONS

1. **KNOW YOUR SUBJECT.** What do you want to communicate? Once you get this straight, you can start assembling all of the facts, figures and graphs aimed at supporting what you want to say. Remember your readers' or listeners' need - provide for their need to know, to understand, to benefit from what you tell them.
2. **ORGANIZE THE INFORMATION.** It is important that you process and classify the information you wish to publicize. This calls for the careful examination of all the materials you have researched, adding or discarding points or conclusions, and generally interpreting the information you wish to include from the readers' or listeners' point of view.
3. **PREPARE AN OUTLINE.** Write down the conclusions you wish to reach. Test your conclusions as you write them. Ask yourself, "Will my audience believe these? Will my audience act on these? If the answer to any of these is no or maybe, the conclusions should be rewritten.
4. **WRITE THE FIRST DRAFT.** Now you are ready to write the first draft of the memo, letter, or speech in the final form that you desire. Develop the theme or central thought of your message from sentence to sentence, and from paragraph to paragraph. Use a logical, sequential presentation of facts or figures as you progress from idea to idea, or from general premise to specific conclusion. Use transition sentences between paragraphs and be sure that a free flow of ideas progresses from one paragraph to the next.

The inclusion of supporting facts and conclusions at the right points and in the proper sequence will go a long way toward making your writing creditable.

5. **Review the first draft.** "Clean-up" what you have written. Review each sentence for conciseness, eliminating redundancy, irrelevance, and vagueness. Substitute familiar words for business jargon. Rewrite and simplify. The use of active verbs instead of passive verbs makes your writing interesting and more readily understood.
6. **MAKE THE FINAL DRAFT.** Incorporate all the changes you made in the earlier drafts. You may even make additional changes as you go along. "How much do you rewrite?" In an inter-office memo, two drafts - an original and a rewrite - should be sufficient. A major company report may require three or four drafts before you are satisfied. An article may need 15 revisions before it becomes acceptable. Much, of course, depends on the subject matter and on the writer's skill or sense of perfectionism.

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Graphics can make your material more meaningful

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Rewriting sometimes proves more pleasant if the material is allowed to "cool" overnight, or over the weekend.

7. USE TABLES AND GRAPHS. Tables can be used to logically present data for easy comparison, while helping to conserve space and often easier to understand.

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