

Business Message Model *based on the anticipated response of the receiver.*

Direct: the receiver is willing to receive the information

Indirect: the receiver is unwilling to accept or will be surprised by the information.

Situation	Approach	Example
<p>Good Will</p> <p>Information No Resistance Expected</p>	<p style="text-align: center;">Direct:</p> <p style="text-align: center;">1. Message 2. Details as Required</p>	<p>Thank you</p> <ol style="list-style-type: none"> Say "Thank you" Place a value on your thanks Don't spoil it <p>Request Information</p> <ol style="list-style-type: none"> Ask for information Explain as required <p>Send Information</p> <ol style="list-style-type: none"> Give information Explain as required <p>Short Reports (Progress, Accident, Completion)</p> <ol style="list-style-type: none"> Summary Critical Details Full Development <p>Job Application</p> <ol style="list-style-type: none"> Identify the job for which you're applying State your qualifications (use the employer's terms and order) Same information at the top of your resume (table) <p>Justified Complaint</p> <ol style="list-style-type: none"> State what you want Explain as required <p>Response to Complaint</p> <ol style="list-style-type: none"> Give what's requested End off topic
<p>Information Resistance Expected</p> <p>Refusal</p> <p>Persuasion</p>	<p style="text-align: center;">Indirect:</p> <p style="text-align: center;">1. Principle 2. Message</p>	<p>"Bad News" Sandwich</p> <ol style="list-style-type: none"> Outline principle State the message End off topic <p>Beware: Message may be lost!</p> <ol style="list-style-type: none"> Develop principle <ul style="list-style-type: none"> A -- Attention I -- Interest D -- Desire State the message: <ul style="list-style-type: none"> A -- Action

