

Positive Message Scenario Final

- The realistic change that I'm hoping to accomplish through sending this message is to notify my coworkers of this training and to request participation. My purpose is to not only informing my coworkers about the training, but also to explaining to them why it is vital for them to learn this new software system.
- My audience internally related to the company and are members of my staff Katherine Ketchum, Tammy Taylor, Derek Dery, and Robert. There are only four readers of this email, and they all work in different departments of the company; however, were all working together to make this company successful. All of these workers have been fully aware of Roberts difficulty with finding time to update our website; therefore, the level of understanding on the subject is very high. I believe they will all be pleased with my decision to purchase Adobe Contribute, and the convenience of being able to update the website themselves will be wonderful.
- Once my coworkers receive this message I believe that they will all respond to inform me that they can in fact be there. They may not like the fact that training runs late on a Friday night; however, the convenience of them being able to update the website themselves and not relying on Robert will cause a positive reaction. They will include in the email their preferences of food since I gave them the option of choosing a restaurant to cater to show my appreciation to their participation.
- The medium that my message is going to take will be an email. This is the quickest way to immediately notify those four individuals of the training. Plus they can then email me back informing me that they will be there and their food preferences. Using email is the most affective way to contact my workers.

To: Katherine@work.com, Tammy@work.com, Derek@work.com, Robert@work.com

From: Jordan.Wessel@yahoo.com

Date: 8-30-12

Subject: Training on new software and dinner this Friday!

Good Afternoon Katherine, Tammy, Derek, and Robert!

First off I want to thank you all so much for your hard work and dedication to this company!

As we all know our website is one of our main forms of advertising, and due to our hectic workload it has not been recently updated. Thankfully Robert has suggested that I purchase a program called Adobe Contribute, which allows the other managers to easily and efficiently make adjustments to our website. The website will be broken off into department sections that each of you will be responsible for updating, which will allow us to always have updated and accurate information which will increase sales!!

Robert will continue to oversee the website; however, I need Katherine, Tammy, Derek, and myself to be trained as well so that we can fully understand how to update our individual sections. As a team we will be trained by a professional this Friday, September 7th, from 6:00pm to 9:00pm.

However, I will gladly provide dinner at 5:00pm and would like to have some input on which local restaurant you would like to cater our food! Please email me back with your preferences and to confirm that you can make it as soon as you can!

I am very excited for the wonderful benefits of this new program, and am looking forward to seeing each of you on Friday, September 7th!

- Dinner 5:00pm
- Software training 6:00pm to 9:00pm

Thank you again for your continuous hard work!

Jordan Wessel

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