LIU

Lebanese International University

Communication Skills in the Age of AI

Writing, Speaking, Professionalism, and Career Success in the Modern Workplace

WRITING SAMPLES

Communication Excellence | Professional Writing | Confident Speaking | Productive Meetings | Interview Success | Career Readiness

Impactful Messages | Ethical Communication | AI-Powered Advantage | Responsible Use of AI

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ENGL251 Course Coordinator

For ENGL251 – Communication Skills

Write Clearly | Speak Professionally | Present with Impact | Collaborate Effectively | Prepare for Careers | Use AI Responsibly

LEBANESE INTERNATIONAL UNIVERSITY

Writing Samples

Annotated & Color-Coded Companion Booklet

Model Business Messages, Documents, and Presentations
for the Modern Workplace

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Lebanese International University

STUDENT EDITION • 2026–2027

Companion to Communication Skills in the Age of AI

Preface

Writing Samples is the practical companion to Communication Skills in the Age of AI, prepared for students enrolled in ENGL251 at the Lebanese International University. Its purpose is to make the writing strategies of the textbook visible in complete, realistic business and workplace documents.

Across ten chapters, students examine professional emails, memoranda, routine and negative-news messages, persuasive requests, promotional writing, meeting documents, presentation outlines, résumés, cover messages, and employment correspondence. The first two chapters offer foundational demonstrations that help students make thoughtful decisions before drafting.

Every writing model is organized around a workplace situation, a complete sample, color-coded passages, corresponding annotations, and a short practice task. The highlighted colors explain the role of each passage; they are instructional aids and are not meant to appear in documents sent to an employer or customer.

The booklet retains the textbook's chapter order, terminology, and organizing strategies. Most notably, Chapter 4 practices direct positive and neutral messages; Chapter 5 compares direct and indirect bad-news approaches; and Chapter 6 applies the AIRA persuasive framework. The professional and employment chapters emphasize reader awareness, accuracy, and respectful communication.

All names, companies, dates, policies, and results used in the model scenarios are fictional illustrations. Students must verify real-world information and represent their own qualifications accurately. AI tools may support planning and revision, but final responsibility for ethical, accurate, and audience-centered communication remains with the writer.

Walid M Rihane

ENGL251 Course Coordinator | Lebanese International University

STUDENT GUIDE / START HERE

How to use this booklet

Read each writing situation, examine the full model, and then match highlighted passages to the four explanations. The colored overlays teach the function of a passage; they are not colors to use in real emails, letters, résumés, or workplace documents.

Read the color, then read the purpose

01 BLUE • Purpose / opening	Identifies the writer's goal, central point, or attention-getting opening.
02 TEAL • Details / evidence	Develops context, verified facts, benefits, or supporting reasons.
03 PURPLE • Respect / tone	Shows courtesy, reader orientation, inclusion, or a response to concerns.
04 AMBER • Action / response	Makes the decision, deadline, call to action, or follow-up visible.

Chapter 6 uses the same palette for AIRA: Attention (blue), Interest (teal), Resistance (purple), and Action (amber). Other chapters customize their annotation labels while keeping the colors consistent.

What is included

Chapters 1 and 2 introduce writing decisions and revision habits. Chapters 3–10 provide complete professional models, from everyday digital messages to sales writing, meeting documents, presentation content, résumés, and employment follow-up.

Academic and ethical use

All names, job vacancies, products, prices, business rules, dates, performance data, contact details and results in the fictional cases are teaching illustrations. Do not copy invented achievements or figures into real work. Verify all facts, secure permission before using sensitive information in AI tools, and follow your course policy regarding AI use.

Each chapter retains its original sample numbers, so "9.06" always means the targeted résumé and "10.08" always means the job-offer acceptance. Use the writing-type index at the back to locate models quickly.

Contents

Ten chapters move from foundational writing decisions to workplace messages, professional documents, presentations, and career readiness.

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Chapter 1

Communicating at Work in the Age of AI

Communication, professionalism, culture, listening, and digital ethics in modern workplaces



Collaborate Respectfully | Listen Actively | Communicate Across Cultures | Use AI Ethically | Build Trust and Inclusion

CHAPTER 01 / WRITING GUIDE

CHAPTER 01 | Communicating at Work in the Age of AI

Build credibility through respectful, culturally aware messages and accurate follow-up. The chapter is foundational, so its two entries are writing demonstrations rather than separate professional genres.

Writing focus

Intercultural adaptation • Active listening • Credibility

Find a model

1.01	Intercultural message adaptation
1.02	Active-listening follow-up and fact check

The following pages preserve the original color-coded models and their matching annotations and writing activities.

CHAPTER 01 / FOUNDATIONAL WRITING DEMONSTRATION 1.01

Intercultural message adaptation

CHANNEL	PURPOSE	TEXTBOOK
Email · two versions	Clarify an agreed project deadline without stereotyping the reader	§§ 1-4a–e, 1-5b–c

WRITING SITUATION

At fictional CedarBridge Consulting, Sara must confirm a report deadline with two colleagues. She knows one prefers concise messages and another prefers a brief relational opening. She adapts to their stated preferences, not to assumptions about their nationality.

COMPLETE MODEL

VERSION A | Reader prefers a brief, direct update

TO Adam Faris • Project Analyst

Subject: Confirming Friday's draft deadline

Hi Adam,

The first draft of the client report is due Friday, 6 November, by 3:00 p.m.

Please upload it to our shared project folder and let me know if any section needs clarification.

Thank you, Sara

VERSION B | Reader prefers a warmer opening

TO Leila Haddad • Project Analyst

Subject: Friday report draft — confirming our plan

Hello Leila, I hope your client meeting went well.

As agreed, the first draft of the client report is due Friday, 6 November, by 3:00 p.m.

Could you upload it to our shared project folder? Please tell me if I can clarify any requirements before then.

Thanks for your work on this, Sara

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose / opening	Both subjects make the shared purpose visible immediately, even when the greetings differ.
02 Facts / clarity	The deliverable and deadline are identical in both versions; adaptation must never alter the facts.
03 Respect / tone	Warmth and directness are adjusted to the readers' known preferences, not cultural stereotypes.
04 Action / confirmation	Each version asks for a concrete upload and offers clarification without pressuring the reader.

TRY IT YOURSELF Rewrite the same deadline reminder for (a) a new employee who needs explicit instructions and (b) a colleague already familiar with the project. Keep the date and task identical.

CHAPTER 01 / FOUNDATIONAL WRITING DEMONSTRATION 1.02

Active-listening follow-up and fact check

CHANNEL	PURPOSE	TEXTBOOK
Post-meeting email	Confirm understanding after a multilingual video meeting	§§ 1-1c, 1-2, 1-5c

WRITING SITUATION

During an international project call, two colleagues discuss the launch schedule. Nadine repeats key points to check her understanding and then sends a short confirmation. An AI note-taking summary mentioned an unapproved launch date, which Nadine intentionally omits pending verification.

COMPLETE MODEL

TO Daria Petrov; Tarek Mansour

SUBJECT Checking my understanding of today's launch discussion

Hello Daria and Tarek,

Thank you for explaining the remaining testing work during today's call. I want to confirm that I understood our next steps correctly.

- Daria will send the revised test list by Thursday.
- Tarek will check the customer help text after the test list is approved.
- We have not yet confirmed a public launch date.

Could you reply by tomorrow at noon if I have missed or misunderstood anything? Once the date is approved, I will update the project calendar.

I appreciate your help.
Best,
Nadine

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose / opening	The opening frames the email as a confirmation, not as an invented decision.
02 Facts / clarity	Specific deliverables and the still-unconfirmed date are clearly separated; the AI summary is not treated as evidence.
03 Respect / tone	The message thanks colleagues and invites correction without assigning blame.
04 Action / confirmation	The reply request creates a feedback loop, which is central to active listening.

TRY IT YOURSELF Write a follow-up email after a hypothetical meeting where two responsibilities are agreed but one due date remains uncertain. State the uncertainty explicitly.

CHAPTER 01 / REVIEW AND TRANSFER

Before you send a business message

Use this checklist to transfer the writing decisions practiced in the chapter to real communication.

- ☐ Have I identified the reader's actual preferences rather than relying on stereotypes?
- ☐ Are the message purpose and requested action unmistakable?
- ☐ Have I confirmed the facts and distinguished agreements from unanswered questions?
- ☐ Does my tone communicate courtesy, respect, and cultural flexibility?
- ☐ If AI assisted, have I checked its wording, accuracy, and privacy implications?

Your next writing task

Choose a recent workplace or university message. Identify its audience and purpose, revise it for clarity and courtesy, and verify every action, date and factual statement before sending. Keep confidential information out of public AI tools.

Chapter 2

Writing Business Messages in the Age of AI

Planning, drafting, revising, and audience-centered writing in digital workplaces



Plan with Purpose | Draft Clearly | Revise Carefully | Use AI Responsibly | Write for Your Audience

CHAPTER 02 / WRITING GUIDE

CHAPTER 02 | Writing Business Messages in the Age of AI

Use the 3 × 3 process—planning, drafting and revising—to produce concise, reader-focused business writing with accurate facts and appropriate channel choices.

Writing focus

3 × 3 process • Audience awareness • Revision

Find a model

2.01	The 3 × 3 writing process
2.02	Reader-centered revision
2.03	Channel and organization choices
2.04	Conciseness and final human review

The following pages preserve the original color-coded models and their matching annotations and writing activities.

CHAPTER 02 / FOUNDATIONAL WRITING DEMONSTRATION 2.01

The 3 × 3 writing process

CHANNEL	PURPOSE	TEXTBOOK
Planning notes → polished email	Turn scattered notes into a purposeful announcement	§§ 2-2a–d, 2-3a–e

WRITING SITUATION

A fictional team introduces a shared calendar for client handovers. A coordinator plans the message rather than sending raw notes.

COMPLETE MODEL

PLANNING | Audience: account coordinators; goal: confirm the change; channel: email.

Facts verified within scenario: calendar goes live Monday, 9 November; training is Friday at 10:00 a.m.; no customer details belong in shared event titles.

DRAFTING AND REVISING | Final version after checking facts and tone

TO Account Coordination Team

SUBJECT New client-handover calendar starts 9 November

Hello team,

Beginning Monday, 9 November, we will use the shared calendar to schedule client handovers.

The calendar will help everyone see handover times and avoid overlapping appointments. Please use project codes—not customer names—in event titles.

Please attend the 20-minute walkthrough this Friday at 10:00 a.m. and add your handovers by Monday morning.

Thank you for helping make the transition smooth.
Maya

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose / opening	The subject and lead sentence deliver the core announcement without a long preamble.
02 Facts / clarity	The details explain the benefit and spell out a relevant privacy safeguard.
03 Respect / tone	The closing treats the team as collaborators rather than an obstacle.
04 Action / confirmation	The training time and first action are explicit. The 3 × 3 sequence prevents details being invented during drafting.

TRY IT YOURSELF Create a three-column planning note (purpose, audience, facts) for a new shared-folder policy, then write a 100-word email announcing it.

CHAPTER 02 / FOUNDATIONAL WRITING DEMONSTRATION 2.02

Reader-centered revision

CHANNEL	PURPOSE	TEXTBOOK
Before/after email	Replace blame and writer-centered wording with clear, constructive language	§§ 2-4a–f, 2-7e

WRITING SITUATION

A project manager receives a draft that blames coworkers, uses jargon, and buries the next step. The manager revises it before sending.

COMPLETE MODEL

BEFORE | Unrevised draft (not a recommended model)

Subject: Urgent action required! We have repeatedly requested the necessary collaborative deliverable and you still have not leveraged the template. This is causing an unacceptable bottleneck. Fix it ASAP.

AFTER | Audience-focused and ready to send

TO Project Team

SUBJECT Please submit the project summaries by Thursday

Hello team,

Please submit your one-page project summary by Thursday at 2:00 p.m.

You can use the shared template to see which details the review panel needs. Completing the summaries by Thursday gives the panel time to prepare feedback before Friday's meeting.

If the template is missing or unclear, reply to this message and I will help.

Thank you,
Samir

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose / opening	The deadline and purpose now appear immediately rather than behind an emotional complaint.
02 Facts / clarity	The body explains what the reader needs and why it matters, using plain language.
03 Respect / tone	Constructive language replaces blame and inflated business jargon.
04 Action / confirmation	The last paragraph offers a practical way to resolve obstacles.

TRY IT YOURSELF Edit a 90-word message full of clichés and blame into a courteous message of no more than 65 words that preserves the deadline and request.

CHAPTER 02 / FOUNDATIONAL WRITING DEMONSTRATION 2.03

Channel and organization choices

CHANNEL	PURPOSE	TEXTBOOK
Chat versus email · same situation	Select the appropriate level of formality and record-keeping	§§ 2-3d–e, 2-5f, 2-8b

WRITING SITUATION

At a fictional design studio, Reem must check whether one image file arrived, then circulate the approved final asset list. The first is a quick question; the second requires a durable record.

COMPLETE MODEL

VERSION A | Teams chat for a brief confirmation

Hi Omar—did the revised banner image reach the shared folder?

I can see the product photos but not the banner file.

Could you confirm when you have a moment? Thanks!

VERSION B | Email for the final documented list

TO Design and Account Teams

SUBJECT Approved assets for the November client launch

Hello everyone,

The final approved assets for the November launch are now in the client folder.

The approved set includes the banner image, three product photos, and the updated description sheet. Earlier drafts are in the archive subfolder.

Please use only this version for scheduled posts and report any missing file by Wednesday at noon.

Thank you,
Reem

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose / opening	The short chat begins with a single immediate question; the email has a searchable subject and documented decision.
02 Facts / clarity	Each channel includes only information relevant to its purpose.
03 Respect / tone	Both versions use respectful, readable wording rather than unexplained abbreviations.
04 Action / confirmation	The short confirmation and the formal follow-through are appropriately distinct.

TRY IT YOURSELF Choose chat or email for (a) an urgent one-line check and (b) a confirmed team procedure. Explain your choice in two sentences.

CHAPTER 02 / FOUNDATIONAL WRITING DEMONSTRATION 2.04

Conciseness and final human review

CHANNEL	PURPOSE	TEXTBOOK
Before/after editing demonstration	Trim inflation and remove unsupported AI claims	§§ 2-7e, 2-8a–f, 2-9a–e

WRITING SITUATION

An AI-assisted draft announces an internal training session but invents a success statistic. The editor removes the unsupported figure and revises the message for clarity.

COMPLETE MODEL

BEFORE | AI-assisted draft with errors (do not send)

In light of the fact that our innovative training solution achieves 92% productivity improvement, it is absolutely imperative that all staff members utilize the forthcoming session to optimize their synergistic performance.

AFTER | Verified and reader-friendly

SUBJECT Training: using the updated request form

Hello team,

A 30-minute session on the updated request form will take place Tuesday at 11:00 a.m.

We will demonstrate how to complete the form and where to find submitted requests. The training team will answer questions about the revised form and demonstrate the submission process.

Please join using the calendar invitation and bring one question about the process.

Thank you,
Lina

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose / opening	The opening names the subject rather than promising an exaggerated outcome.
02 Facts / clarity	Time, duration, and content replace inflated language. The invented 92% statistic has been removed entirely.
03 Respect / tone	The revision maintains a neutral professional tone and removes empty buzzwords.
04 Action / confirmation	The next step is concrete; the final message contains no meta-commentary about the draft or the AI tool.

TRY IT YOURSELF Revise a three-sentence AI-assisted event announcement by removing an invented statistic, replacing two clichés and giving attendees a clear next step.

CHAPTER 02 / REVIEW AND TRANSFER

Before you send a business message

Use this checklist to transfer the writing decisions practiced in the chapter to real communication.

- ☐ Have I completed planning, drafting, and revising rather than sending a first draft?
- ☐ Does my opening state a purpose that fits the audience and channel?
- ☐ Are the details specific and evidence-based, with relevant privacy safeguards?
- ☐ Did I cut filler, unsupported claims, jargon, and needlessly harsh language?
- ☐ Is the message easy to scan and proofread, with a clear next step?

Your next writing task

Choose a recent workplace or university message. Identify its audience and purpose, revise it for clarity and courtesy, and verify every action, date and factual statement before sending. Keep confidential information out of public AI tools.

Chapter 3

Short Workplace Messages, Digital Media, and AI

Email, chat, texting, memos, social media, and responsible AI communication



Write Better Emails | Message with Care | Use AI Wisely | Post Professionally | Stay Secure

CHAPTER 03 / WRITING GUIDE

CHAPTER 03 | Short Workplace Messages, Digital Media, and AI

Choose and format concise digital messages appropriately across email, memos, texting, instant messaging, and company social media.

Writing focus

Channel choice • Concision • Digital etiquette

Find a model

3.01	Professional workplace email
3.02	Email reply using down-editing
3.03	Interoffice policy announcement memo
3.04	Instant direct message
3.05	Professional SMS text message
3.06	Teams/Slack channel announcement
3.07	Public company social-media post

The following pages preserve the original color-coded models and their matching annotations and writing activities.

CHAPTER 03 / WRITING MODEL 3.01

Professional workplace email

CHANNEL	PURPOSE	TEXTBOOK
Email	Status update + action	§ 3-2a; 3-2d

WRITING SITUATION

Maya, a project coordinator at fictional CedarBridge Digital, needs to update a cross-functional project team about a client onboarding guide. The team needs a clear account of progress and one decision by a specific deadline.

COMPLETE MODEL

PROJECT STATUS EMAIL

TO Design, Support, and Account Teams
FROM Maya Khalil <maya.khalil@cedarbridge.example>
DATE Monday, November 2, 2026
SUBJECT Client Onboarding Guide: Draft Ready for Review by Nov. 5

Hello team,

The first complete draft of the Client Onboarding Guide is ready for your review. We are on schedule to publish the approved version next week.

Here is the current status:

- **Content:** The introduction, setup checklist, and FAQ sections are complete.
- **Design:** Page layouts are in place; accessibility checks are under way.
- **Remaining step:** Support must confirm that all troubleshooting instructions are accurate.

Please add your comments directly to the shared draft in Projects > Client Onboarding > Guide v1 by Thursday, November 5, at 3:00 p.m. I will consolidate feedback on Friday.

Thank you for helping us keep the launch on schedule.

Best regards,
Maya Khalil
Project Coordinator | CedarBridge Digital

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The subject and opening identify the deliverable, its readiness, and the review deadline.
02 Details	Three concise status points explain progress and the remaining dependency.
03 Action	The request names one shared file, a deadline, and the feedback process.
04 Tone	A greeting and sincere appreciation make the update collegial.

TRY IT YOURSELF Rewrite the subject line and final request for a two-day deadline extension without changing the professional tone.

CHAPTER 03 / WRITING MODEL 3.02

Email reply using down-editing

CHANNEL	PURPOSE	TEXTBOOK
Reply email	Answer without clutter	§ 3-2f

WRITING SITUATION

Daniel has sent Maya a long email about design approval. She needs to answer his two questions, acknowledge a dependency, and avoid reproducing his entire original message.

COMPLETE MODEL

ORIGINAL INCOMING EMAIL · EXCERPT

FROM Daniel Haddad

SUBJECT Re: Client Onboarding Guide — Review

Hi Maya, I reviewed the pages you sent yesterday. The checklist looks strong, though I still need confirmation on two points before I can finalize the layout. I also copied our earlier discussion below for reference. First, who will approve the screenshots? Second, can we lock the text by Thursday? Please let me know so I can reserve design time.

DOWN-EDITED REPLY

TO Daniel Haddad

SUBJECT Re: Client Onboarding Guide — Review

Hi Daniel,

Thanks for reviewing the draft. To answer the two questions:

“Who will approve the screenshots?” — Rania, our Support lead, will verify them by Wednesday afternoon.

Text lock: We can lock the text on Thursday if all reviewers submit their edits by 3:00 p.m.

I’ll confirm in this thread when both items are complete.

Thanks,
Maya

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The retained subject and direct lead show exactly what the reply addresses.
02 Details	A selective quotation and two answers give specific owners and timing.
03 Action	The writer promises to confirm completion in the existing thread.
04 Tone	Thanks and a brief sign-off acknowledge the colleague without unnecessary filler.

TRY IT YOURSELF Condense a reply to a colleague who has asked about two project deadlines. Keep only the question that must be quoted.

CHAPTER 03 / WRITING MODEL 3.03

Interoffice policy announcement memo

CHANNEL	PURPOSE	TEXTBOOK
Internal memo	Record a procedure	§ 3-2g

WRITING SITUATION

A department is introducing a standard way to label shared documents. The policy affects several teams, so the operations manager needs a clear and retrievable internal announcement.

COMPLETE MODEL

INTEROFFICE MEMORANDUM

TO All Project and Account Staff

FROM Omar Nasser, Operations Manager

DATE November 4, 2026

SUBJECT Standard File Naming for Shared Client Documents

Beginning Monday, November 9, all newly created shared client documents must follow one file-naming format. This change will help teams locate the correct version and reduce duplicate files.

Required format

Client_Project_Document_YYYY-MM-DD_vNumber

Example: Solis_Onboarding_FAQ_2026-11-09_v2.docx

What staff need to do

- Use the naming format for every new file saved to shared project folders.
- Do not rename archived documents or alter approved final versions.
- If a file has no clear version owner, ask the project coordinator before uploading it.

Team leads will review folder organization during the week of November 9. For questions, contact Operations through the internal help desk.

Thank you for applying the standard consistently.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The subject and first sentence announce the policy and effective date.
02 Details	A naming pattern, worked example, and brief rationale make the rule usable.
03 Action	Staff receive three instructions plus a contact for help.
04 Tone	The appreciative closing maintains goodwill in an official memo.

TRY IT YOURSELF Adapt this memo to announce a new shared-calendar rule. Keep the header, effective date, concrete steps, and support contact.

CHAPTER 03 / WRITING MODEL 3.04

Instant direct message

CHANNEL	PURPOSE	TEXTBOOK
One-to-one chat	Quick clarification	§ 3-3a–c

WRITING SITUATION

A project coordinator needs a quick review from a designer about the wording on a client-facing page. A one-to-one message is appropriate because the request is low-stakes and does not require a formal announcement.

COMPLETE MODEL

DIRECT-MESSAGE THREAD · TUESDAY, NOVEMBER 3

Maya · 10:14 a.m.

Hi Daniel—could you check the final heading on page 4 of the onboarding guide by 1:30 p.m.? The draft is in Projects > Client Onboarding > Guide v1. I want to make sure the heading matches the new navigation.

Daniel · 10:19 a.m.

Yes. I'll review it before 1:30 and leave a comment on the file.

Maya · 10:20 a.m.

Perfect—thank you. Please tag me in the comment if you suggest a change.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The writer explains that one heading must match the revised navigation.
02 Details	The exact page and shared-file location provide enough context.
03 Action	A reasonable deadline, confirmation, and tagged comment complete the task.
04 Tone	A greeting, acknowledgment, and thanks make the brief exchange respectful.

TRY IT YOURSELF Write a two-message chat exchange asking a teammate to verify one figure in a slide deck by a reasonable deadline.

CHAPTER 03 / WRITING MODEL 3.05

Professional SMS text message

CHANNEL	PURPOSE	TEXTBOOK
SMS	Short schedule update	§ 3-3d

WRITING SITUATION

Leila has previously agreed to receive meeting-related SMS messages from Omar. He is running late on the morning of an in-person meeting and needs to give a concise, courteous update.

COMPLETE MODEL

SMS CONVERSATION · WEDNESDAY, NOVEMBER 4

OMAR · 8:41 a.m.

Hi Leila, it's Omar from CedarBridge. I'm delayed in traffic and expect to arrive at 9:10 for our 9:00 meeting. I'm sorry for the delay. I'll call if that changes.

LEILA · 8:44 a.m.

Thanks for the update, Omar. Please come straight to the meeting room when you arrive.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The delayed arrival is stated immediately without an unnecessary backstory.
02 Details	Original and updated meeting times help the colleague plan.
03 Action	The sender promises an update; the recipient confirms what to do on arrival.
04 Tone	Identification, an apology, and thanks preserve professional courtesy.

TRY IT YOURSELF Send a work-appropriate SMS to a colleague who has consented to texting. Explain that a delivery is five minutes late, without sharing customer details.

CHAPTER 03 / WRITING MODEL 3.06

Teams/Slack channel announcement

CHANNEL	PURPOSE	TEXTBOOK
Team channel	Coordinate group review	§ 3-3e–f

WRITING SITUATION

The onboarding project team uses a shared Teams channel. A coordinator needs to tell everyone where the revised document is located, who must act, and how feedback should be collected without unnecessary notifications.

COMPLETE MODEL

MICROSOFT TEAMS · #CLIENT-ONBOARDING

Maya Khalil · Thursday, November 5 · 9:05 a.m.

Review copy uploaded: Client Onboarding Guide v2

The revised guide is now in Files > Client Onboarding > Review. Please leave comments in the document rather than posting separate versions in the channel.

@Rania, please confirm the troubleshooting steps by 3:00 p.m. today. Other reviewers may add final comments before that time. I'll post the approval status here tomorrow morning.

THREAD REPLY · Rania Mansour · 11:17 a.m.

I've checked the troubleshooting section and added two comments in the document. I can confirm the revised wording after those edits are applied.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	A concise headline names the updated document and its version.
02 Details	The folder path and thread reply keep the team oriented to a single source.
03 Action	Targeted requests, deadlines, and the promised approval update guide follow-through.
04 Tone	A polite request and limited @mention avoid a demanding channel-wide tone.

TRY IT YOURSELF Post a Teams announcement about a revised presentation deck. Include one useful @mention, the file location, and a review deadline.

CHAPTER 03 / WRITING MODEL 3.07

Public company social-media post

CHANNEL	PURPOSE	TEXTBOOK
LinkedIn post	Share approved news	§ 3-4a; 3-4c

WRITING SITUATION

CedarBridge Digital has approved the launch of a fictional resource center for existing clients. A communications specialist must share the news publicly in a clear, inviting voice without making unsupported claims or revealing private details.

COMPLETE MODEL

COMPANY LINKEDIN POST

CEDARBRIDGE DIGITAL · Company update · November 10, 2026

A simpler place to find the information you need.

We're pleased to introduce our Client Resource Center, a new section of the client portal that brings together setup checklists, frequently asked questions, and short orientation guides.

Current clients can sign in to the portal and select "Resources" to explore the collection. If you need help finding a document, contact your usual account representative.

#ClientSupport #CustomerExperience

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	A benefit-led headline signals why the announcement matters to clients.
02 Details	Specific resource types explain the launch without invented statistics.
03 Action	The post directs clients to the portal and offers an appropriate help route.
04 Tone	A restrained positive phrase sounds welcoming without exaggeration.

TRY IT YOURSELF Draft an approved company post announcing a new online appointment feature. State the benefit and provide a specific next step without exaggeration.

CHAPTER 03 / QUICK REFERENCE

Before you send or publish

Use these checks for every sample in this chapter and for your own workplace writing. The colors indicate functions, not a required font scheme for workplace communication.

Channel	Is this the right medium for the message's urgency, sensitivity, audience, and need for a record?
Purpose	Can the reader identify the reason for the message immediately?
Reader focus	Does the message contain the information the reader needs to act?
Subject / heading	For an email, memo, post, or channel announcement, is the label meaningful and specific?
Structure	Are details grouped in short paragraphs, bullets, or numbered steps where appropriate?
Action	Have you made the next step, owner, deadline, or response request clear?
Tone	Is the wording courteous, straightforward, and suited to the professional relationship?
Security	Have you avoided unnecessary private details and checked the recipient or channel?
Verification	Are names, dates, files, links, and statements correct? Have you reviewed any AI assistance?
Proofreading	Have you checked spelling, layout, attachments, names, and send/publish settings?

Professionalism and AI

> **An AI draft is a starting point, not the final message.** Check its facts, remove generic or unsuitable language, verify the audience and channel, and take responsibility for the version you send.

Source alignment: Chapter 3, "Short Workplace Messages, Digital Media, and AI," especially §§ 3-1a–c, 3-2a–g, 3-3a–f, and 3-4a–c. Writing examples are original illustrative models, not reproduced textbook samples.

Chapter 4

Positive and Neutral Messages in the Age of AI

Using clarity, courtesy, and digital intelligence to build trust and strengthen connections



Be Respectful and Courteous

Communicate Clearly

Build Trust and Confidence

Support and Encourage

End on a Positive Note

CHAPTER 04 / WRITING GUIDE

CHAPTER 04 | Positive and Neutral Messages in the Age of AI

Use the direct approach for routine requests, responses, instructions, claims, adjustments and goodwill communication.

Writing focus

Direct organization • Clear remedies • Five Ss of goodwill

Find a model

4.01	Formal block-format business letter
4.02	Routine direct request email
4.03	Direct response to a request
4.04	Step-by-step instruction message
4.05	Direct claim or complaint
4.06	Positive adjustment message
4.07	Customer-service social-media reply
4.08	Professional thank-you message
4.09	Congratulatory goodwill message
4.10	Sympathy and condolence message

The following pages preserve the original color-coded models and their matching annotations and writing activities.

CHAPTER 04 / WRITING MODEL 4.01

Formal block-format business letter

CHANNEL	PURPOSE	TEXTBOOK
Business letter	Request written information	§§ 4-1a–b; 4-2a

WRITING SITUATION

Nour, an administrative coordinator at the fictional CedarPeak Training Center, needs a formal written quotation from an outside equipment supplier. The letter will be saved with purchasing records.

COMPLETE MODEL

CEDARPEAK TRAINING CENTER | FORMAL BUSINESS LETTER

18 Cedar Avenue, Beirut, Lebanon

November 2, 2026

Ms. Salma Hamdan, Sales Manager

Orion Classroom Furnishings

12 Commerce Street, Beirut, Lebanon

Dear Ms. Hamdan:

Please send us a written quotation for 15 adjustable training-room chairs and five folding tables.

We are updating two seminar rooms before our December workshops. Please include unit prices, available finishes, warranty terms, and delivery charges.

We would appreciate receiving the quotation by November 9, 2026, so our purchasing team can complete its review.

Thank you for your assistance. We look forward to reviewing your offer.

Sincerely,

Nour Farah

Administrative Coordinator, CedarPeak Training Center

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The first body sentence directly identifies the information requested.
02 Details	Quantities and quotation components give the supplier enough information to respond accurately.
03 Action	A specific deadline explains when the response is needed without sounding demanding.
04 Tone	A formal salutation, courteous thanks, and professional closing suit external correspondence.

TRY IT YOURSELF Convert this formal letter into a concise email without omitting the quantities, quotation requirements, or deadline.

CHAPTER 04 / WRITING MODEL 4.02

Routine direct request email

CHANNEL	PURPOSE	TEXTBOOK
Email	Request task + deadline	§ 4-2a

WRITING SITUATION

Leila is coordinating a fictional student career fair. She needs updated exhibitor information from an events colleague before printing the program.

COMPLETE MODEL

REQUEST EMAIL

TO Rana Saad <rana.saad@example.com>

FROM Leila Karam <leila.karam@example.com>

SUBJECT Exhibitor Details Needed by November 6

Hi Rana,

Could you please send me the updated exhibitor list for the career fair by Friday, November 6?

I need each organization's name, representative, and confirmed booth number. The design team will use these details to prepare the printed program.

Please add any last-minute corrections to the shared spreadsheet and let me know when your review is complete.

Thanks for your help. Your careful review will help us avoid printing errors.

Best regards,

Leila Karam | Events Coordinator

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The subject line and opening name the requested deliverable immediately.
02 Details	Required fields and the program's purpose give the recipient a clear scope.
03 Action	The closing supplies the delivery method and a confirmation step.
04 Tone	Polite wording and a reader-oriented benefit make the request collaborative.

TRY IT YOURSELF Rewrite the email to request three additional details, using parallel bullet points in the body.

CHAPTER 04 / WRITING MODEL 4.03

Direct response to a request

CHANNEL	PURPOSE	TEXTBOOK
Reply email	Answer + useful details	§ 4-2b

WRITING SITUATION

A client has asked a training center whether a workshop is confirmed, what participants should bring, and where they should go. The coordinator can answer all three questions.

COMPLETE MODEL

DIRECT RESPONSE EMAIL

TO Mr. Tarek Boulos <tarek.boulos@example.com>

SUBJECT Re: November 12 Workshop Details

Dear Mr. Boulos,

Yes, your team's customer-service workshop is confirmed for November 12, from 9:00 a.m. to 12:00 p.m.

The session will take place in Training Room B on the second floor. Participants should bring a laptop or tablet and their registration confirmation. Printed materials will be provided.

Please send us the final participant names by November 9 so we can prepare the attendance list.

Thank you for checking. We look forward to welcoming your team.

Kind regards,

Samir Daher | Training Services

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The answer begins with an unambiguous yes and confirms the session time.
02 Details	Location and materials answer the remaining questions without unnecessary background.
03 Action	The requested list and deadline make the final step clear.
04 Tone	The sign-off maintains a helpful relationship with the client.

TRY IT YOURSELF Write a direct response to a customer asking whether a reserved meeting room has Wi-Fi, a screen, and wheelchair access. Answer only confirmed details.

CHAPTER 04 / WRITING MODEL 4.04

Step-by-step instruction message

CHANNEL	PURPOSE	TEXTBOOK
Instruction email	Explain a procedure	§ 4-2d

WRITING SITUATION

An HR assistant must explain how staff can submit their weekly hours through a fictional company portal. Employees need a reproducible sequence, not a long paragraph.

COMPLETE MODEL

PROCEDURE EMAIL · FICTIONAL STAFF PORTAL

TO All CedarPeak Staff

SUBJECT How to Submit Your Weekly Timesheet

Hello everyone,

Use the steps below to submit your weekly timesheet in the CedarPeak Staff Portal.

1. Sign in to the Staff Portal using your company account.
2. Select Time & Attendance, then open My Timesheets.
3. Choose the correct week and enter your hours for each workday.
4. Review the totals, then select Submit.
5. Check that the status changes to Submitted.

Please submit your timesheet by 4:00 p.m. each Friday. If you cannot see a confirmation, contact HR before the deadline.

Thank you for helping us keep payroll records accurate.

HR Operations Team

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The opening tells readers what procedure they will complete.
02 Details	Five numbered steps use command verbs and follow the task's correct order.
03 Action	A deadline and troubleshooting contact show what to do after the steps.
04 Tone	The closing connects compliance to a practical shared benefit.

TRY IT YOURSELF Write a numbered instruction message for booking a training room in a fictional workplace system. Include a completion check and help contact.

CHAPTER 04 / WRITING MODEL 4.05

Direct claim or complaint

CHANNEL	PURPOSE	TEXTBOOK
Complaint email	Request a correction	§§ 4-3a–d

WRITING SITUATION

CedarPeak ordered 12 training chairs from fictional Meridian Office Supply. Two arrived with damaged armrests. Nour must document the issue and request a remedy calmly. Sample 4.06 shows the supplier's reply.

COMPLETE MODEL

DIRECT CLAIM · CUSTOMER TO SUPPLIER

TO Ms. Hala Mansour, Meridian Office Supply

SUBJECT Replacement Request — Two Damaged Chairs, Order CP-2741

Dear Ms. Mansour,

Please arrange replacement of the two damaged chairs from our order CP-2741.

All 12 chairs were delivered on November 3, 2026. Ten arrived in good condition, but two have cracked right armrests. I have attached photographs and a copy of the delivery note.

We would appreciate confirmation of the replacement arrangements by November 6 and delivery of the two replacements by November 12, if available.

Thank you for your attention to this matter. We appreciate your assistance in resolving it.

Sincerely,

Nour Farah | CedarPeak Training Center

Attachments: Delivery note; photographs of two damaged chairs

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The opening identifies the specific remedy, not merely dissatisfaction.
02 Details	Quantity, order number, delivery date, damage, and attachments support the claim.
03 Action	The writer asks for confirmation and suggests a reasonable replacement date.
04 Tone	The message remains factual and courteous, avoiding accusations.

TRY IT YOURSELF Adapt the complaint to an incorrect invoice showing an extra delivery charge. State the exact correction requested.

CHAPTER 04 / WRITING MODEL 4.06

Positive adjustment message

CHANNEL	PURPOSE	TEXTBOOK
Customer-service email	Approve + explain remedy	§§ 4-4a–d

WRITING SITUATION

Meridian Office Supply has verified the damage reported in Sample 4.05 and approved the requested replacement. The customer-service manager should deliver the good news first.

COMPLETE MODEL

POSITIVE ADJUSTMENT · SUPPLIER TO CUSTOMER

TO Nour Farah, CedarPeak Training Center

SUBJECT Replacement Approved — Order CP-2741

Dear Ms. Farah,

We have approved replacement of the two damaged chairs from order CP-2741 at no additional cost.

Our delivery team is scheduled to bring the replacements on November 10. We will email the delivery confirmation and arrange collection of the two damaged chairs at the same visit.

Please let us know by November 9 if someone will not be available to receive the delivery.

We are sorry the chairs arrived damaged, and we appreciate the clear photographs you sent. Thank you for giving us the opportunity to put this right.

Kind regards,

Hala Mansour | Customer Service Manager

Meridian Office Supply

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	Approval and the no-cost replacement are stated in the first sentence.
02 Details	Delivery and collection arrangements explain how the problem will be corrected.
03 Action	The confirmation request helps avoid a missed delivery.
04 Tone	A specific, measured apology acknowledges the inconvenience and rebuilds trust.

TRY IT YOURSELF Write a positive adjustment approving a refund for a duplicate charge. State the amount and processing period without making promises you cannot verify.

CHAPTER 04 / WRITING MODEL 4.07

Customer-service social-media reply

CHANNEL	PURPOSE	TEXTBOOK
Public comment	Acknowledge + move private	§ 4-2c

WRITING SITUATION

A customer posts a public complaint about a delayed package on a fictional retailer's social-media page. A representative must respond respectfully without exposing order information or promising an unverified delivery date.

COMPLETE MODEL

PUBLIC COMPANY REPLY · SOCIAL PLATFORM

CUSTOMER COMMENT · @LinaH

"My package was meant to arrive yesterday, but I haven't received an update."

CEDARLANE HOME · OFFICIAL REPLY

Hi Lina, thanks for letting us know about the delivery delay.

We understand how frustrating it is to wait without an update.

Our team can check the shipment status once we have the order details.

Please send your order number to us in a private message rather than posting it here. We'll review the information and reply there.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The representative acknowledges the complaint directly in the public thread.
02 Details	The reply explains why more information is required before investigating.
03 Action	The next step moves customer data to a private channel and avoids unverified promises.
04 Tone	Personalized empathy sounds human without blaming the customer or making excuses.

TRY IT YOURSELF Draft a two-sentence public response to a customer reporting a defective item. Move personal account details into private communication.

CHAPTER 04 / WRITING MODEL 4.08

Professional thank-you message

CHANNEL	PURPOSE	TEXTBOOK
Email / note	Express specific gratitude	§§ 4-5; 4-5a; 4-5d

WRITING SITUATION

A new employee received practical guidance from a colleague while preparing a first client presentation. A brief, specific message will acknowledge that help.

COMPLETE MODEL

GOODWILL MESSAGE · THANK YOU

TO Maya Haddad

SUBJECT Thank You for Your Help with the Presentation

Hi Maya,

Thank you for reviewing my first client presentation yesterday.

Your suggestion to replace the long text slide with a simple comparison chart made the key point much clearer. I also appreciated the time you spent helping me rehearse.

I'll use those suggestions when I prepare next week's project update.

I'm grateful for your encouragement and generosity.

Best,

Omar

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The message opens with direct thanks rather than a lengthy introduction.
02 Details	Specific details show genuine attention and explain what the colleague contributed.
03 Action	The future-oriented sentence shows the help had a practical impact.
04 Tone	Warm, brief wording follows the Five Ss without relying on inflated praise.

TRY IT YOURSELF Write a 70-word thank-you note to someone who introduced you to a useful professional contact. Name one specific benefit.

CHAPTER 04 / WRITING MODEL 4.09

Congratulatory goodwill message

CHANNEL	PURPOSE	TEXTBOOK
Email / card	Recognize an achievement	§ 4-5 (goodwill)

WRITING SITUATION

A team member has been promoted to Training Coordinator. A colleague wants to recognize the achievement without exaggerated claims or generic praise.

COMPLETE MODEL

GOODWILL MESSAGE · CONGRATULATIONS

TO Rita Aoun

SUBJECT Congratulations on Your New Role

Dear Rita,

Congratulations on your promotion to Training Coordinator!

Your patient support of new team members and the careful organization of last month's workshops have made a real difference to our department.

I look forward to working with you as you begin this new role.

Wishing you continued success—you've earned this recognition.

Warm regards,

Dalia

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The achievement is named immediately and celebrated clearly.
02 Details	Two concrete contributions make the congratulations credible.
03 Action	A forward-looking line reinforces the professional relationship.
04 Tone	The tone is positive, concise, and personal rather than formulaic.

TRY IT YOURSELF Write a short congratulatory message for a colleague who has successfully completed a difficult certification. Include one precise achievement.

CHAPTER 04 / WRITING MODEL 4.10

Sympathy and condolence message

CHANNEL	PURPOSE	TEXTBOOK
Personal note / email	Express sincere support	§§ 4-5c–d

WRITING SITUATION

Dalia has learned that a colleague's father has died. She should send a short, personal note that communicates sympathy without clichés, unwanted advice, or an expectation of an immediate reply.

COMPLETE MODEL

GOODWILL MESSAGE · CONDOLENCE

Dear Karim,

I was very sorry to hear about the death of your father. Please accept my sincere condolences.

I am thinking of you and your family during this difficult time.

If it would help, I can take care of the Thursday workshop materials while you are away.

There is no need to reply. I am wishing you strength and comfort in the days ahead.

With sympathy,
Dalia

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The writer states condolences immediately without evading the loss.
02 Details	The supportive reference to the family does not presume to know how the colleague feels.
03 Action	A concrete offer of help is gentle and optional, not an instruction.
04 Tone	The message stays brief and compassionate, with no clichés or pressure to respond.

TRY IT YOURSELF Write a brief condolence note to a coworker after a loss. Do not invent personal memories or promise support you cannot provide.

CHAPTER 04 / QUICK REFERENCE

Before you send a positive or neutral message

Use this final checklist to transfer the models into real workplace communication. The colors in the samples identify writing functions; professional emails and letters are normally sent without colored highlighting.

Choose the correct writing plan

- **Direct request** State the request → supply relevant details → close with specific action and courtesy.
- **Direct response** Answer the question first → provide complete details → offer further help.
- **Instruction** Explain the goal → number commands in the correct order → supply confirmation/help.
- **Direct claim** Request a remedy → document objective facts → ask for a clear resolution.
- **Positive adjustment** Announce approval → explain how/when it will be implemented → maintain goodwill.
- **Goodwill** Apply the Five Ss: selfless, specific, sincere, spontaneous, and short.

Final proofread

PURPOSE	Is the main point easy to find in the opening?
ACCURACY	Are all names, quantities, dates, prices, and attachments verified?
AUDIENCE	Is the tone right for an external client, coworker, or public reply?
PRIVACY	Are private customer details kept off public channels?
ACTION	Does the reader know what to do next and when?
FORMAT	Does the layout match the channel (letter, email, note, or social reply)?
HUMAN REVIEW	If AI was used, have you corrected its facts and made the language your own?

Textbook reference: Chapter 4, “Positive and Neutral Messages in the Age of AI,” §§ 4-1–4-5. All examples in this companion booklet are fictional and are not quotations from the textbook.

Chapter 5

Bad-News Messages in the Age of AI

Using clarity, empathy, and strategy to deliver difficult messages in digital workplaces



Choose the Right Strategy | Show Empathy | Explain with Care | Use AI Responsibly | Protect Trust

CHAPTER 05 / WRITING GUIDE

CHAPTER 05 | Bad-News Messages in the Age of AI

Match direct and indirect bad-news strategies to the audience and situation while explaining difficult decisions with empathy and clarity.

Writing focus

Direct vs indirect • Truthful buffers • Relationship preservation

Find a model

5.01	Direct bad-news notification
5.02	Indirect bad-news message
5.03	Refusal of a sponsorship request
5.04	Private reply to a disappointed customer
5.05	Public complaint and private follow-through
5.06	Denial of a warranty claim
5.07	Refusal of an internal workplace request
5.08	Organization-wide bad-news announcement

The following pages preserve the original color-coded models and their matching annotations and writing activities.

CHAPTER 05 / WRITING MODEL 5.01

Direct bad-news notification

CHANNEL	PURPOSE	TEXTBOOK
Customer email	State an expected change promptly	§§ 5-2; 5-2a; 5-3f

WRITING SITUATION

A fictional cloud-storage provider must tell existing subscribers that a small monthly price change will take effect at the next billing cycle. The change is routine, not a personal or highly sensitive decision.

COMPLETE MODEL

HARBORCLOUD | CUSTOMER NOTICE

TO Current HarborCloud subscribers

FROM Customer Accounts <accounts@harborcloud.example>

SUBJECT Monthly Plan Price Change Effective December 1

Hello,

Beginning December 1, 2026, the monthly fee for your Standard Plan will increase from $25 to $28.

This change reflects increased storage and support costs. Your storage allowance and current plan features will remain the same.

You can review your plan in the account portal. If you do not wish to continue at the new rate, please cancel by November 30 to avoid the December charge.

We value your business and appreciate the opportunity to continue supporting your team.

Kind regards,

HarborCloud Customer Accounts

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The price increase is stated immediately because it is an expected, relatively routine negative change.
02 Details	A concise factual explanation and reassurance about unchanged features keep the notice informative.
03 Action	Customers receive a precise effective date and a practical option before the new charge applies.
04 Tone	The closing is courteous without obscuring or minimizing the higher price.

TRY IT YOURSELF Write a direct email announcing that a routine service fee will increase next month. Include the old rate, new rate, reason, and what customers can do.

CHAPTER 05 / WRITING MODEL 5.02

Indirect bad-news message

CHANNEL	PURPOSE	TEXTBOOK
External business email	Decline a consequential request	§§ 5-2b–c; 5-3a–f

WRITING SITUATION

A partner organization has asked a fictional printing company to deliver 3,000 conference booklets five days earlier than the contracted deadline. The early shipment is important to the partner, but production capacity is already fully scheduled.

COMPLETE MODEL

NORTHGATE PRINT | DELIVERY REQUEST RESPONSE

TO Ms. Dina Mansour, Event Coordinator

FROM Rami Saleh, Client Services Manager

SUBJECT Delivery Schedule for Conference Booklets

Dear Ms. Mansour,

Thank you for explaining the revised schedule for your conference. We understand why having the materials on-site earlier would help your team.

We reviewed the print queue and spoke with production. The binding equipment is committed to confirmed orders through November 17, and the remaining work requires two full production days.

For that reason, we cannot move delivery to November 16. We can, however, keep the confirmed November 21 delivery or arrange pickup of the first 500 completed copies on November 19.

I recognize that either option may require adjustments on your side. Please let me know which arrangement would be most useful, and I will coordinate it personally.

Kind regards,

Rami Saleh | Client Services Manager

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The opening acknowledges the specific request honestly, without suggesting approval is likely.
02 Details	Operational facts precede the refusal and explain why the earlier delivery is not feasible.
03 Action	The denial is explicit. Concrete, feasible alternatives follow immediately rather than hiding the no.
04 Tone	The closing recognizes the disruption and offers a human point of contact without false reassurance.

TRY IT YOURSELF Rewrite this indirect refusal as a direct message for an urgent situation. Keep the denial and delivery options equally clear.

CHAPTER 05 / WRITING MODEL 5.03

Refusal of a sponsorship request

CHANNEL	PURPOSE	TEXTBOOK
Formal email	Decline while preserving rapport	§§ 5-4; 5-4a

WRITING SITUATION

A community organizer has requested funding for a local careers event. A fictional company appreciates the project, but its community-support budget has already been allocated for the current year.

COMPLETE MODEL

CEDARBRIDGE CONSULTING | SPONSORSHIP DECISION

TO Ms. Hala Younes, Careers Forum Committee

FROM Nadia Issa, Community Relations Officer

SUBJECT Your Sponsorship Request for the Careers Forum

Dear Ms. Younes,

Thank you for inviting CedarBridge Consulting to support the Careers Forum. Your plan to connect graduates with local employers addresses a valuable need.

Our community-support budget was committed to approved projects earlier this year, and no additional sponsorship funds are available for this cycle.

We therefore cannot provide financial sponsorship for this year's forum. You are welcome to submit a proposal when applications for next year's funding cycle open in January.

We appreciate the work your committee is doing and wish you a successful event.

Sincerely,

Nadia Issa | Community Relations Officer

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The buffer recognizes the request and its purpose without excessive or misleading praise.
02 Details	The decision is based on a specific budget constraint, not on a judgment of the organizer.
03 Action	The refusal is unambiguous; the future application option is not a promise of funding.
04 Tone	The closing maintains goodwill without reopening the present decision.

TRY IT YOURSELF Refuse a request to donate equipment to a school. Give one honest policy or resource reason and avoid offering anything not authorized.

CHAPTER 05 / WRITING MODEL 5.04

Private reply to a disappointed customer

CHANNEL	PURPOSE	TEXTBOOK
Customer-service email	Explain delay and available remedies	§§ 5-3b–f; 5-4b

WRITING SITUATION

A customer has privately complained that a replacement monitor has not arrived before an important workshop. The fictional retailer has checked the carrier record and confirmed that the parcel has been delayed in transit.

COMPLETE MODEL

LUMENWORK | PRIVATE SUPPORT RESPONSE

TO Maya Haddad <maya.haddad@example.com>

FROM Sami Darwish <support@lumenwork.example>

SUBJECT Update on Your Replacement Monitor

Dear Maya,

Thank you for contacting us about the replacement monitor. I understand that you needed it for your Thursday workshop.

I checked the carrier record this morning. The parcel is delayed at the regional distribution center, and the carrier's current estimated delivery date is November 9.

We cannot deliver the monitor before your workshop. If the revised date no longer works for you, we can cancel this replacement shipment and issue a refund; otherwise, we can keep the shipment active and send you the tracking update.

I am sorry we did not meet the timing you expected. Please reply with your preferred option, and I will take care of the next step.

Best regards,

Sami Darwish | Customer Support

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The opening acknowledges the actual disruption from the customer's point of view.
02 Details	A verified carrier status is distinguished from an estimated delivery date; no guarantee is invented.
03 Action	The message clearly states the inability to meet the deadline and identifies two authorized remedies.
04 Tone	A specific apology and personal follow-through build trust without defensive language.

TRY IT YOURSELF A customer's event was disrupted by a delivery delay. Write a private reply that distinguishes verified facts from uncertain estimates.

CHAPTER 05 / WRITING MODEL 5.05

Public complaint and private follow-through

CHANNEL	PURPOSE	TEXTBOOK
Public social reply + private DM	Acknowledge publicly; resolve privately	§ 5-4b

WRITING SITUATION

A customer posts a public complaint that a paid installation service was missed. The fictional company should not discuss the customer's account or booking information in public. After the customer sends a private message, the support team checks the booking.

COMPLETE MODEL

PART A | PUBLIC REPLY ON THE COMPANY PAGE

Hi @Noura, I'm sorry the installation appointment did not go as planned. We understand why that is frustrating.

We would like to check the booking details before giving you an update.

Please send us a private message so we can investigate safely. There is no need to post your phone number or booking reference publicly.

PART B | PRIVATE DIRECT MESSAGE AFTER VERIFICATION

Thanks for sending your details privately, Noura. I have reviewed the service record.

Our technician was reassigned after an emergency call, but the cancellation alert was not sent to you.

We cannot complete the installation today. We can offer the next available appointment on Friday, November 6, or refund the installation fee if that does not work for you.

I apologize for the missed appointment and our failure to notify you. Please tell me which option you prefer.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The public message acknowledges the problem without exposing account information.
02 Details	The private follow-up gives facts only after the booking has been checked.
03 Action	The bad news is clear, with a specific alternative and refund option instead of a vague promise.
04 Tone	A responsibility-taking apology appears after the verified service failure.

TRY IT YOURSELF Draft a two-part response to a public complaint about a missed delivery: one public reply and one private follow-up after the facts have been checked.

CHAPTER 05 / WRITING MODEL 5.06

Denial of a warranty claim

CHANNEL	PURPOSE	TEXTBOOK
Formal customer email	Decline a claim on documented grounds	§§ 5-4c; 5-3d–f

WRITING SITUATION

A customer requests a free replacement laptop screen under a fictional one-year limited warranty. The service center has completed an inspection and recorded impact damage. The written warranty covers manufacturing defects but excludes accidental impact damage.

COMPLETE MODEL

EASTLINE TECHNOLOGY | WARRANTY CLAIM DECISION

TO Mr. Karim Saad

FROM Farah Saleh, Service Center Supervisor

SUBJECT Warranty Review – Service Case EL-1842

Dear Mr. Saad,

Thank you for allowing our service team to inspect your laptop and review your replacement request.

The inspection report records a fracture beginning at the screen's outer edge, consistent with external impact. Under the limited warranty supplied with the product, accidental physical damage is excluded from coverage.

We therefore cannot approve a no-cost screen replacement under the warranty. We can provide a written estimate for a paid repair before any work begins.

I realize this is not the outcome you were hoping for. If you would like an estimate or a copy of the inspection summary, I will be glad to arrange it.

Sincerely,

Farah Saleh | Service Center Supervisor

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	A neutral, respectful opening avoids prejudging the claim or blaming the customer.
02 Details	The explanation links a documented finding to a specifically described policy exclusion.
03 Action	The claim denial is unmistakable and followed by a concrete, optional paid-repair route.
04 Tone	The closing recognizes the disappointment without treating the claimant as dishonest.

TRY IT YOURSELF Deny a fictional warranty claim for water damage. Cite inspection findings and the written exclusion; offer only a remedy the company actually provides.

CHAPTER 05 / WRITING MODEL 5.07

Refusal of an internal workplace request

CHANNEL	PURPOSE	TEXTBOOK
Manager-to-employee email	Decline training travel; offer alternative	§ 5-5b

WRITING SITUATION

An employee has asked her manager to approve travel to an international training conference. The team's travel funding is fully committed, but a relevant online workshop is available through an existing subscription.

COMPLETE MODEL

CEDARPEAK PROJECTS | INTERNAL DECISION

TO Rita Aoun, Project Analyst

FROM Omar Khalil, Department Manager

SUBJECT Your Professional Development Request

Hi Rita,

Thank you for proposing the December analytics conference and explaining how its sessions would support your current work.

Our department's travel allocation has already been committed to previously approved activities, and we do not have funds for an additional trip this quarter.

I cannot approve the conference travel this time. I can authorize you to attend the two-day virtual analytics workshop covered by our existing training subscription, and we can revisit travel opportunities during the January budget review.

I appreciate your initiative and want to keep supporting your development. Let's discuss which workshop sessions would help most.

Best,

Omar

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The manager starts with appreciation for a specific development goal, not empty praise.
02 Details	Budget limits provide a genuine, impersonal reason for the decision.
03 Action	The message says no plainly and offers an available alternative without guaranteeing future funding.
04 Tone	A constructive closing helps sustain the employee's motivation and working relationship.

TRY IT YOURSELF A manager cannot approve a requested schedule change. Write a respectful refusal and suggest one realistic alternative, without making an unauthorized promise.

CHAPTER 05 / WRITING MODEL 5.08

Organization-wide bad-news announcement

CHANNEL	PURPOSE	TEXTBOOK
All-staff memo / email	Announce a budget reduction transparently	§§ 5-5c; 5-5a

WRITING SITUATION

After a live staff briefing, the fictional executive team must document a temporary reduction in discretionary spending. The announcement will reach employees across locations and should explain what changes, when, and where questions can be raised.

COMPLETE MODEL

MERIDIAN SERVICES | ALL-STAFF MEMORANDUM

TO All staff

FROM Leila Haddad, Operations Director

DATE November 4, 2026

SUBJECT Changes to Discretionary Spending for Q4

As discussed in today's staff briefing, Meridian Services will reduce its discretionary spending budget by 12% for the remainder of this quarter, effective November 15.

The reduction follows lower-than-forecast client orders. It applies to nonessential travel, external events, and new discretionary purchases; approved client-delivery expenses are not affected.

From November 15, please pause new nonessential travel bookings and submit planned discretionary purchases to your department manager for review. Managers will share revised approval limits by November 10.

I recognize these limits may affect your plans. Thank you for raising concerns during the briefing. We will hold a follow-up Q&A on November 6 and provide written answers to common questions afterward.

Leila Haddad

Operations Director

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose	The outcome appears promptly; staff should not have to search a long memo for the decision.
02 Details	Specific causes and spending categories explain the scope and avoid vague reassurance.
03 Action	Effective dates, approvals, and manager responsibilities turn an unwelcome change into clear instructions.
04 Tone	The message acknowledges impact and provides a forum for questions rather than a hollow motivational slogan.

TRY IT YOURSELF Prepare a short all-staff memo announcing a temporary hiring freeze. State its scope, start date, reason, approval process, and a channel for questions.

CHAPTER 05 / QUICK REFERENCE

Before you send a bad-news message

The objective is not to make a refusal invisible. It is to state the facts, communicate the outcome unmistakably, preserve dignity, and give the reader an appropriate next step.

Select the strategy deliberately

- **Direct approach** Use for a routine, expected, or time-sensitive negative outcome: decision → explanation → next step → courtesy.
- **Indirect approach** Use when disappointment or surprise is significant: relevant buffer → reasons → clear decision → alternative → goodwill.
- **Refusal or claim denial** Base reasons on verified facts or stated policy; never accuse the recipient or invent exceptions.
- **Customer complaint** Publicly acknowledge without revealing personal data; privately verify details and explain remedies.
- **Sensitive internal matter** Use a live conversation where warranted; written communication should support, not replace, an appropriate personal discussion.

Final review checklist

CLARITY	Can the reader identify the actual refusal or negative decision quickly?
BUFFER	If indirect, is the opening truthful, relevant, and free from false hope?
EVIDENCE	Have all claimed facts, policy terms, costs, and dates been verified?
EMPATHY	Does the wording recognize impact without exaggerating or blaming?
ALTERNATIVES	Are offered remedies real, authorized, and explained precisely?
PRIVACY	Are case details and staff matters kept out of inappropriate public channels?
AI REVIEW	If AI assisted, did a human check accuracy, nuance, tone, and confidentiality?

Textbook reference: Chapter 5, "Bad-News Messages in the Age of AI," §§ 5-1–5-5. These original examples illustrate the supplied textbook; they are not quotations from it.

Chapter 6

Persuasive and Sales Messages in the Age of AI

Ethical persuasion, audience benefits, sales strategy, and responsible AI in digital communication



Persuade Ethically

Lead with Benefits

Support with Evidence

Use AI Responsibly

Inspire Action

CHAPTER 06 / WRITING GUIDE

CHAPTER 06 | Persuasive and Sales Messages in the Age of AI

Practice ethical persuasion using the AIRA strategy (Attention, Interest, Resistance, Action), evidence and audience-centered benefits.

Writing focus

AIRA • Reasoning • Ethical sales

Find a model

6.01	Persuasive request: guest speaker
6.02	Persuasive claim and complaint
6.03	Upward persuasion: propose a pilot
6.04	Downward persuasion: team adoption
6.05	Sales email: benefit-led offer
6.06	Print advertisement: workshop flyer
6.07	Social-media promotional post

The following pages preserve the original color-coded models and their matching annotations and writing activities.

CHAPTER 06 / WRITING MODEL 6.01

Persuasive request: guest speaker

CHANNEL	PURPOSE	TEXTBOOK
External email	Invite an expert to a student webinar	§ 6-2a

WRITING SITUATION

The fictional CareerBridge Network is organizing a free online careers event. Its coordinator invites a cybersecurity specialist to deliver a short talk, anticipating concerns about preparation time.

COMPLETE MODEL

CAREERBRIDGE NETWORK | GUEST SPEAKER INVITATION

TO Dr. Rana Haddad, Cybersecurity Consultant

FROM Mira Younes, Events Coordinator

SUBJECT Invitation: 20-Minute Cybersecurity Careers Talk on November 24

Dear Dr. Haddad,

Your recent workshop on helping new graduates enter cybersecurity made an important point: technical knowledge matters, but practical guidance is often harder for students to find.

CareerBridge Network is hosting a free virtual event for graduating students on November 24. A 20-minute talk from you about early-career pathways and practical first steps would give participants advice they can act on immediately.

We know your schedule is demanding. The session will be online, our team will handle registration and moderation, and we can arrange a short briefing beforehand. No slide deck is required.

Would you be willing to speak from 5:00 to 5:20 p.m. on November 24? If possible, please let me know by November 6, and I will send the event details and a draft outline.

Thank you for considering the invitation.

Mira Younes | Events Coordinator

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Attention	ATTENTION: The opening refers to a specific contribution and explains why this guest was chosen.
02 Interest	INTEREST: The event is presented through the practical benefit it offers graduating students.
03 Resistance	RESISTANCE: The writer acknowledges a time concern and reduces preparation demands credibly.
04 Action	ACTION: The request names the role, time, date, and reply deadline, making acceptance straightforward.

TRY IT YOURSELF Invite an experienced professional to join a 30-minute panel. Use AIRA and include one genuine reason the invitation matters to that person.

CHAPTER 06 / WRITING MODEL 6.02

Persuasive claim and complaint

CHANNEL	PURPOSE	TEXTBOOK
Vendor email	Request a justified remedy using evidence	§§ 6-3; 6-3a–b

WRITING SITUATION

A fictional training center purchased 12 portable display stands. Four arrived with defective locking clips. A routine replacement request remains unresolved, so the buyer writes a documented, moderate persuasive claim.

COMPLETE MODEL

CEDARLEAF TRAINING CENTER | FORMAL CLAIM

TO Ms. Leila Saad, Customer Service Manager

FROM Omar Khalil, Purchasing Coordinator

SUBJECT Replacement Request: Four Defective Stands — Order CT-2084

Dear Ms. Saad,

Thank you for the prompt delivery of our display stands on October 19. We hope to resolve one issue before our upcoming training sessions.

Order CT-2084 contained 12 stands, but the locking clips on four units do not hold the display panels securely. We reported this on October 21. Attached are dated photographs and the invoice identifying the affected items.

Our purchase agreement specifies replacement of products that arrive defective. Because these clips failed at first assembly, we believe replacing the four units is more appropriate than a paid repair.

Could you please confirm by November 5 whether you can arrange collection and replacement of the four stands? We will make the items available for inspection.

Thank you for helping us find a practical solution.

Omar Khalil | Purchasing Coordinator

Attachments: Invoice CT-2084; product photographs

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Attention	ATTENTION: A genuine acknowledgment opens a constructive conversation rather than blaming the vendor.
02 Interest	INTEREST: Quantities, dates, prior contact, and attachments document the problem precisely.
03 Resistance	RESISTANCE: The claim connects the proposed remedy to an identified (fictional) agreement provision.
04 Action	ACTION: The reply deadline and collection offer make the requested resolution feasible and polite.

TRY IT YOURSELF Write a persuasive claim for an order containing incorrect items. Include a chronology, evidence, a fair justification, and a reasonable response deadline.

CHAPTER 06 / WRITING MODEL 6.03

Upward persuasion: propose a pilot

CHANNEL	PURPOSE	TEXTBOOK
Email to supervisor	Obtain approval for a limited trial	§ 6-4b

WRITING SITUATION

An operations analyst believes a shared inquiry-tracking board could reduce delays. The fictional team handles approximately 60 incoming requests weekly. He proposes a measurable pilot rather than asking for an immediate company-wide purchase.

COMPLETE MODEL

WESTBANK SERVICES | PROCESS PILOT PROPOSAL

TO Ms. Nadine Issa, Operations Director

FROM Tarek Mansour, Operations Analyst

SUBJECT Proposal: Two-Week Pilot for Tracking Customer Inquiries

Dear Ms. Issa,

I recommend a two-week pilot of a shared inquiry-tracking board for our support team. This would directly support our goal of responding to customers more consistently.

Our weekly log shows roughly 60 incoming inquiries, with several requiring follow-up from multiple colleagues. A shared board could show who owns each request, its latest update, and which cases still need a response.

To limit cost and disruption, we could use our existing licensed workspace, invite four volunteers, and avoid entering sensitive customer details. We would compare response times and overdue cases with the preceding two weeks; any improvement remains a hypothesis until tested.

May I run the pilot from November 9 to 20 and share a one-page evaluation on November 23? If you agree, I can prepare the privacy checklist and training guide by Friday.

Best regards,

Tarek Mansour | Operations Analyst

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Attention	ATTENTION: The recommendation is early and visibly connected to an operations priority.
02 Interest	INTEREST: A workload observation shows potential value without pretending the result is proven.
03 Resistance	RESISTANCE: Small scope, an existing license, privacy safeguards, and measurement address risk.
04 Action	ACTION: The request seeks approval for a defined pilot with dates and an accountable report.

TRY IT YOURSELF Propose a trial of a scheduling tool. Avoid unverified efficiency percentages; choose a realistic metric to evaluate it.

CHAPTER 06 / WRITING MODEL 6.04

Downward persuasion: team adoption

CHANNEL	PURPOSE	TEXTBOOK
Manager-to-team email	Encourage participation in a process change	§ 6-4a

WRITING SITUATION

A manager invites employees to try a shared project-update template. She explains the benefits, acknowledges colleagues' workloads, and offers support rather than announcing an unexplained requirement.

COMPLETE MODEL

NORTHPOINT CREATIVE | TEAM PILOT INVITATION

TO Design and Account Teams

FROM Salma Haddad, Team Manager

SUBJECT Try a Shared Project Update Template for Two Weeks

Hello team,

We all lose time when project decisions are scattered across email and chat. I would like us to try one simple weekly update template and see whether it makes handovers easier.

For two weeks, the template will summarize each project's status, next task, responsible colleague, and any decision awaiting approval. This should help everyone locate updates without chasing separate messages.

I know another form may feel like extra work. The template would replace our existing Friday status email, not create an additional report. I will host a 15-minute walkthrough and share an example, then invite feedback before any permanent decision.

Please review the template by November 6 and send me a question or suggestion. We will begin the voluntary trial on November 9 and discuss feedback on November 23.

Thank you for helping us find a better routine.

Salma

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Attention	ATTENTION: A familiar frustration gives team members an authentic reason to pay attention.
02 Interest	INTEREST: The writer explains how the change may make daily work easier.
03 Resistance	RESISTANCE: The manager addresses added workload and offers practical support and input.
04 Action	ACTION: The call to action states what to review, how to respond, and when the trial begins.

TRY IT YOURSELF Invite your team to adopt a new file-naming system. Explain shared benefits and offer genuine training support.

CHAPTER 06 / WRITING MODEL 6.05

Sales email: benefit-led offer

CHANNEL	PURPOSE	TEXTBOOK
Opt-in promotional email	Invite a prospect to try a service	§ 6-5; Ethical Considerations

WRITING SITUATION

A small-business owner opted in to product updates from a fictional workflow-software company. The sales team sends a transparent 14-day trial offer without inventing testimonials, time pressure, or hidden charges.

COMPLETE MODEL

CLEARTASK | OPT-IN PRODUCT EMAIL

TO Maya Haddad, Small Business Owner

FROM ClearTask Product Team <hello@cleartask.example>

SUBJECT Keep Your Team Tasks in One Place — Try ClearTask

Hello Maya,

Still tracking deadlines in several chat threads and spreadsheets? ClearTask gives small teams one place to see what is due and who is responsible.

With shared task lists, due-date reminders, and simple status views, your team can organize routine work without learning a complex system.

Explore every core feature in a 14-day trial without a credit card. After the trial, the Standard plan costs $18 per user per month, billed monthly. There is no automatic charge when the trial ends.

Start the free trial at cleartask.example/trial, or reply if you would prefer a short product walkthrough.

Kind regards,

ClearTask Product Team

You received this email because you requested product updates. To stop these messages, reply “unsubscribe”.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Attention	ATTENTION: The subject and opening name a relevant problem rather than promise an impossible result.
02 Interest	INTEREST: Product features are linked to practical benefits without fabricated statistics.
03 Resistance	RESISTANCE: The trial duration, price, and lack of automatic charges answer likely objections.
04 Action	ACTION: A clear trial route is paired with a helpful alternative; opt-out respects consent.

TRY IT YOURSELF Draft an opt-in sales email. Include an authentic benefit, transparent terms, a clear CTA, and a way to opt out.

CHAPTER 06 / WRITING MODEL 6.06

Print advertisement: workshop flyer

CHANNEL	PURPOSE	TEXTBOOK
One-page printed flyer copy	Promote an in-person training event	§ 6-5; Print/Collateral

WRITING SITUATION

A fictional training center needs short flyer copy for a workplace communication workshop. The text must work at a glance while giving students enough information to assess the value and register.

COMPLETE MODEL

BRIDGEPOINT LEARNING CENTER | WORKSHOP FLYER

MAKE YOUR NEXT WORKPLACE EMAIL CLEARER.

Practical Business Writing Workshop

Learn to write direct requests, organize concise updates, and revise messages for professional tone. Practice with realistic workplace examples and receive instructor feedback.

Designed for new employees and graduating students. No previous business-writing course is required. Bring a laptop or use printed activities provided on-site.

Saturday, November 21, 2026 | 10:00 a.m.–12:00 p.m.

BridgePoint Learning Center, Beirut | Fee: $45 per participant

REGISTER: Email workshops@bridgepoint.example by November 18 to request a seat and payment instructions.

BridgePoint Learning Center | Learn. Practice. Communicate.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Attention	ATTENTION: A short, outcome-focused headline is easy to scan on a noticeboard.
02 Interest	INTEREST: Specific learning activities show value more clearly than generic praise.
03 Resistance	RESISTANCE: Audience suitability and preparation details reduce uncertainty.
04 Action	ACTION: Time, place, price, and registration information turn the promotion into a usable invitation.

TRY IT YOURSELF Write flyer copy for a workplace training session with a headline, benefits, price/free status, time, venue, and registration step.

CHAPTER 06 / WRITING MODEL 6.07

Social-media promotional post

CHANNEL	PURPOSE	TEXTBOOK
Sponsored Instagram / LinkedIn caption	Promote a short online course ethically	§ 6-5; Ethical Considerations

WRITING SITUATION

A fictional education provider plans a paid promotion for its online project-planning course. The post must be concise, disclosed as an advertisement, accurate about its offering, and respectful of readers who choose not to enroll.

COMPLETE MODEL

WORKWISE ACADEMY | PAID SOCIAL PROMOTION

PLATFORM Instagram / LinkedIn sponsored post

DISCLOSURE PAID ADVERTISEMENT

Projects feel harder when nobody knows the next step.

Our four-session online course introduces simple project plans, task ownership, and progress updates through guided exercises. You will leave with a reusable one-page project tracker.

Beginner-friendly. Live captions are available, and recordings can be replayed for 30 days. Tuition is $60, including all four sessions and learning materials.

View the course outline and enroll at workwise.example/project-basics. Sessions begin December 2.

#ProjectPlanning #WorkplaceSkills

Sponsored content from WorkWise Academy

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Attention	ATTENTION: A short, familiar problem engages readers without promising transformation.
02 Interest	INTEREST: The course content and take-home tracker make the value concrete.
03 Resistance	RESISTANCE: Accessibility, recording access, and full tuition are disclosed rather than hidden.
04 Action	ACTION: The next step is clear, factual, and explicitly identified as a paid promotion.

TRY IT YOURSELF Write a 70–100-word paid social post for a course. Disclose sponsorship, name concrete benefits and tuition, and avoid fake scarcity.

CHAPTER 06 / QUICK REFERENCE

Before you send a persuasive message

Persuasion is not a license to exaggerate. Know your reader, support the value you promise, acknowledge realistic objections, and request an appropriate next step.

Choose the approach that fits

- **Persuasive request** Use AIRA to invite participation or approval: relevant attention, benefit, concerns, action.
- **Persuasive claim** Present accurate chronology and evidence, justify a fair remedy, and maintain moderate tone.
- **Upward message** Align with manager priorities; propose a controlled test rather than guaranteed savings.
- **Downward message** Explain shared benefits and offer support, dialogue, and realistic implementation.
- **Sales message** Sell genuine benefits with transparent terms, no fabricated endorsements, and a specific CTA.
- **Digital promotion** Disclose paid content, respect marketing consent, and never exploit personal data.

Final persuasive-writing checklist

ATTENTION	Is my opening relevant, specific, and truthful?
INTEREST	Have I translated features or ideas into reader benefits?
RESISTANCE	Have I answered concerns with sound evidence and no overclaims?
ACTION	Is it clear what I am requesting, and when if relevant?
TONE	Would I respect a reader who decides not to accept?
ETHICS	Are all prices, sponsorships, terms, and claims transparent?
AI REVIEW	If AI helped, did I verify statistics, prices, facts, tone, and privacy?

Textbook reference: Chapter 6, “Persuasive and Sales Messages in the Age of AI,” §§ 6-1–6-5 and the ethical sales discussion. All examples are original fictional models, not textbook quotations.

Chapter 7

Professionalism at Work in the Age of AI: Business Etiquette, Teamwork, and Meetings

Building trust, collaborating respectfully, and leading effective meetings in a digital world

Respect Others

Collaborate Effectively

Communicate Clearly

Run Productive Meetings

Use AI Responsibly



Speak Clearly and Listen Actively
Use your voice and presence effectively.

Phone & Mobile Etiquette
Make calls, leave messages, and use devices professionally.

Teamwork That Works
Support each other and build trust.

Virtual Meetings Done Right
Engage, include, and manage time well.

Prepare, Participate, and Follow Up
Agendas, notes, and action items drive results.

AI as a Smart Assistant
Leverage AI tools while protecting privacy and human connection.

Be Respectful and Inclusive

Listen with Empathy

Communicate Professionally

Manage Your Time

Protect Privacy and Confidentiality

Lead by Example

CHAPTER 07 / WRITING GUIDE

CHAPTER 07 | Professionalism at Work in the Age of AI: Business Etiquette, Teamwork, and Meetings

Write professional feedback and meeting documents that turn preparation and discussion into clear decisions, responsibilities and follow-up.

Writing focus

Feedback • Meetings • Action records

Find a model

7.01	Constructive written feedback
7.02	Professional voicemail message
7.03	Hybrid project meeting agenda
7.04	Meeting minutes and action record
7.05	Post-meeting follow-up email
7.06	Professional business phone call
7.07	Meeting invitation and reminder

The following pages preserve the original color-coded models and their matching annotations and writing activities.

CHAPTER 07 / CORE WRITING MODEL 7.01

Constructive written feedback

CHANNEL	PURPOSE	TEXTBOOK
Private email	Offer specific, supportive correction	§ 7-2d

WRITING SITUATION

At a fictional communications firm, a project coordinator notices two mismatched figures in a colleague's draft. She sends feedback privately rather than criticizing the colleague in the team channel. The email reinforces a short conversation already held.

COMPLETE MODEL

CEDARLINE COMMUNICATIONS | PRIVATE FEEDBACK

TO Rami Nasser, Project Assistant

FROM Nour Karim, Project Coordinator

SUBJECT Follow-up on the client briefing draft

Hi Rami,

Thank you for sharing the client briefing draft this morning. The timeline is easy to follow, and the key milestones are clearly organized.

I noticed that page 2 lists 120 participants, while the approved registration sheet shows 102. The figures also differ in the summary table. Those differences could confuse the client if we send the draft unchanged.

Could you check the figures against the approved sheet, update both locations, and send me the revised file by 3:00 p.m. tomorrow? I can review the numbers with you if that would help.

I appreciate the work you have put into this report, and I'm confident we can finalize it smoothly.

Best,
Nour Karim | Project Coordinator

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The writer identifies the particular draft and begins with an accurate, non-exaggerated strength.
02 Facts / detail	DETAIL: Specific conflicting numbers and their impact replace vague judgments or personal criticism.
03 Courtesy / inclusion	COURTESY: The private, supportive close preserves dignity and reinforces shared responsibility.
04 Action / follow-up	ACTION: The request names two fixes, a deadline, and an offer of assistance.

TRY IT YOURSELF Write a private feedback email to a colleague whose slides omit a source credit. Describe the specific issue, its impact, and one constructive next step.

CHAPTER 07 / OPTIONAL COMPANION MODEL 7.02

Professional voicemail message

CHANNEL	PURPOSE	TEXTBOOK
Spoken-script companion	Leave a concise callback request	§§ 7-3a; 7-3d

WRITING SITUATION

A scheduling coordinator calls a colleague during work hours about a supplier meeting. The colleague does not answer, so the coordinator leaves a short voicemail suitable for accurate transcription.

COMPLETE MODEL

VOICE MESSAGE | 20–30 SECONDS

Hello, Dalia. This is Sami Farah from Cedarline Communications.

I'm calling about the proposed supplier review meeting on Thursday, November 12. We need to confirm whether your team can attend at 11:00 a.m.

When you have a moment during office hours, please call me at extension 214 or reply to my calendar message by 4:00 p.m. tomorrow.

Thank you, and have a good afternoon.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The caller immediately identifies both the intended recipient and their own name and organization.
02 Facts / detail	DETAIL: The reason for calling is clear, with one relevant meeting date and time.
03 Courtesy / inclusion	COURTESY: A warm closing and respect for work hours avoid pressure.
04 Action / follow-up	ACTION: The message provides a callback route and a practical reply deadline.

TRY IT YOURSELF Write a 30-second voicemail about a postponed equipment delivery. Give your name, reason for the call, and a clear return-contact option.

CHAPTER 07 / CORE WRITING MODEL 7.03

Hybrid project meeting agenda

CHANNEL	PURPOSE	TEXTBOOK
Meeting agenda	Prepare a focused, inclusive decision meeting	§ 7-5a

WRITING SITUATION

The fictional Cedarline team is planning a customer onboarding pilot. Nour circulates the agenda before the hybrid meeting to help both on-site and remote colleagues prepare and contribute.

COMPLETE MODEL

CEDARLINE COMMUNICATIONS | MEETING AGENDA

MEETING Customer Onboarding Pilot — Decision Meeting

DATE / TIME Thursday, November 5, 2026 | 10:00–10:35 a.m. (Beirut)

LOCATION Conference Room B + Teams meeting link in calendar invite

ROLES Facilitator: Nour Karim | Minutes: Maya Salameh

Purpose: Agree on the pilot scope, owners, and timeline before launch.

10:00–10:05 Confirm objectives and the proposed pilot scope — Nour

10:05–10:15 Review customer journey draft and open questions — Rami

10:15–10:25 Decide on pilot participants and launch timing — All

10:25–10:35 Confirm tasks, owners, and deadlines — Nour / Maya

Participation: Remote colleagues can raise hands or use the Teams chat; the facilitator will invite both online and in-room contributions. No meeting recording is planned.

Preparation: Please review the one-page journey draft in the shared folder before the meeting and bring one question or recommendation.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The header states meeting purpose, exact time, hybrid location, and accountable roles.
02 Facts / detail	DETAIL: Each agenda topic has a time allocation and lead to protect focus.
03 Courtesy / inclusion	COURTESY: Explicit remote-participation arrangements help the hybrid team contribute fairly.
04 Action / follow-up	ACTION: The pre-reading task tells attendees exactly how to prepare.

TRY IT YOURSELF Create a 30-minute agenda for a hybrid budget meeting. Specify its decision goal, three timed items, roles, accessibility considerations, and one pre-read task.

CHAPTER 07 / CORE WRITING MODEL 7.04

Meeting minutes and action record

CHANNEL	PURPOSE	TEXTBOOK
Formal meeting record	Record decisions and assigned responsibilities	§ 7-5c

WRITING SITUATION

After the fictional November 5 meeting, Maya prepares a concise written record from her notes. The team confirms the decisions and task assignments before she shares the minutes. This is not an unreviewed AI transcript.

COMPLETE MODEL

CEDARLINE COMMUNICATIONS | MEETING MINUTES

MEETING Customer Onboarding Pilot — Decision Meeting

DATE / PLACE November 5, 2026 | 10:00–10:35 a.m. | Hybrid

PARTICIPANTS Nour, Maya, Rami, Dalia (remote)

PREPARED BY Maya Salameh | Checked with meeting participants

Purpose: Finalize pilot scope, dates, and ownership.

Decisions: The team approved a 10-customer pilot beginning November 16. Customer messages will use the revised onboarding checklist; broad rollout remains subject to a pilot review.

Discussion note: Dalia's online question about response times was included in the decision to test one shared support mailbox.

ACTION ITEMS | AGREED AT THE MEETING

TASK / DELIVERABLE	OWNER	DUE DATE
Revise onboarding checklist	Rami	Nov 9
Confirm ten pilot contacts	Dalia	Nov 10
Prepare shared mailbox test	Maya	Nov 12

Next check-in: Friday, November 13, at 10:00 a.m.; owners will flag blockers before then.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The minutes identify the meeting and its purpose without narrating every comment.
02 Facts / detail	DETAIL: Agreed decisions are distinct from tentative ideas or unverified discussion.
03 Courtesy / inclusion	COURTESY: A remote participant's substantive question is represented fairly, not omitted.
04 Action / follow-up	ACTION: The action table assigns one accountable owner and a specific due date for each task.

TRY IT YOURSELF Turn rough meeting notes into minutes. Separate decisions from discussion and include three actions with named owners and dates.

CHAPTER 07 / CORE WRITING MODEL 7.05

Post-meeting follow-up email

CHANNEL	PURPOSE	TEXTBOOK
Internal email	Distribute decisions and confirm action items	§ 7-5c

WRITING SITUATION

Immediately after the fictional November 5 meeting, Nour sends participants a short follow-up based on the confirmed minutes. It links the written record to concrete next steps.

COMPLETE MODEL

CEDARLINE COMMUNICATIONS | MEETING FOLLOW-UP

TO Customer Onboarding Pilot Team

FROM Nour Karim, Project Coordinator

SUBJECT November 5 pilot meeting — decisions and next steps

Hello team,

Thank you for today's hybrid meeting. We agreed to begin a 10-customer onboarding pilot on November 16 and review results before considering a wider launch.

The confirmed minutes are attached. Our shared working folder contains the current onboarding checklist and pilot contact template.

Next steps: Rami — revise the checklist by November 9; Dalia — confirm ten pilot contacts by November 10; Maya — prepare the shared mailbox test by November 12.

Please tell me if I have missed an agreed item. Remote and in-room participants can add clarifications in the same shared document, and we will check progress on November 13.

Best regards,
Nour Karim | Project Coordinator

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The opening restates the central decision and the launch date immediately.
02 Facts / detail	DETAIL: The message identifies which attachments and shared files contain the working record.
03 Courtesy / inclusion	COURTESY: All participants receive a chance to correct missing items without public blame.
04 Action / follow-up	ACTION: Owners, deliverables and deadlines match the fictional minutes exactly.

TRY IT YOURSELF Write a concise follow-up email after a training meeting. Summarize one decision, three task assignments, and the method for correcting an inaccurate minute.

CHAPTER 07 / OPTIONAL COMPANION MODEL 7.06

Professional business phone call

CHANNEL	PURPOSE	TEXTBOOK
Spoken-script companion	Model an efficient, courteous call	§§ 7-3a–b

WRITING SITUATION

A project coordinator calls a vendor to confirm a document delivery date. The short dialogue demonstrates identification, an appropriate purpose, active listening, and confirmation before closing.

COMPLETE MODEL

SAMPLE CALL | COORDINATOR AND SUPPLIER

Maya: Good morning. This is Maya Salameh from Cedarline Communications. May I speak with Mr. Omar Khalil about the revised service quotation?

Omar: Speaking. Hello, Maya. I can help with that.

Maya: Thank you. We received the draft quotation yesterday, but the delivery schedule is missing from page 3. Do you know when the corrected version will be ready?

Omar: I can send the corrected page by noon tomorrow.

Maya: To confirm, you will email the corrected page by 12:00 noon tomorrow. Is that right?

Omar: Yes, that's correct.

Maya: Thank you for your help, Omar. Have a good day.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The caller identifies herself and states the reason for contacting the vendor.
02 Facts / detail	DETAIL: The missing item is specific rather than a vague complaint about the quotation.
03 Courtesy / inclusion	COURTESY: Both speakers maintain a civil, natural tone and end the call respectfully.
04 Action / follow-up	ACTION: The coordinator repeats the agreed deliverable and deadline to prevent confusion.

TRY IT YOURSELF Write a brief phone dialogue asking to reschedule a meeting. Begin professionally, confirm the new time, and close politely.

CHAPTER 07 / OPTIONAL COMPANION MODEL 7.07

Meeting invitation and reminder

CHANNEL	PURPOSE	TEXTBOOK
Paired email companion	Invite participants and support preparation	§ 7-5a

WRITING SITUATION

Nour sends a hybrid meeting invitation on November 2 and a short reminder on November 5. Both messages give the information participants need without unnecessary repetition.

COMPLETE MODEL

EMAIL A | MEETING INVITATION | NOVEMBER 2

TO Customer Onboarding Pilot Team

SUBJECT Nov 5, 10:00 a.m. — onboarding pilot decision meeting

Hello team, please join a 35-minute hybrid meeting on Thursday, November 5, from 10:00 to 10:35 a.m. (Beirut) to agree on our onboarding pilot scope and owners.

Location: Conference Room B or the Teams link in the calendar invitation. The agenda covers the journey draft, pilot participants, dates, and task ownership.

Please read the one-page journey draft in the shared folder before the meeting and let me know if you need a different way to participate.

EMAIL B | SAME-DAY REMINDER | NOVEMBER 5

SUBJECT Reminder: 10:00 a.m. onboarding pilot meeting

Good morning, team. This is a reminder of our 10:00 a.m. hybrid meeting today. The room, Teams link, agenda, and pre-read are in the original calendar invitation.

If you are joining remotely, please test your audio beforehand; chat and raised hands will be monitored. Thank you, and see you soon.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The invitation specifies the purpose, timing, and setting at the start.
02 Facts / detail	DETAIL: Both messages direct readers to a single reliable source for links and documents.
03 Courtesy / inclusion	COURTESY: The reminder acknowledges remote participants and accessible ways to contribute.
04 Action / follow-up	ACTION: The pre-reading request is actionable; the reminder does not bury it in new details.

TRY IT YOURSELF Write a meeting invitation and a 50-word reminder for a cross-campus training session, including time zone, purpose, link location, and preparation.

CHAPTER 07 / REFERENCE CHECKLIST

Before you send, circulate, or publish

Good communication is not complete until the receiver knows what was decided or what to do next. Use this checklist to revise your own writing before sharing it.

PURPOSE	Can the reader identify the reason for the message immediately?
SPECIFICITY	Are examples, names, dates, figures, and meeting times accurate?
RESPECT	Does the feedback discuss behavior or work, not personal character?
FORMAT	Does the agenda show timed topics and roles? Do minutes separate decisions from discussion?
OWNERSHIP	Does every action item identify a responsible person and deadline?
INCLUSION	Can both in-room and remote participants access materials and contribute?
PRIVACY	Are personal, HR, and confidential details omitted or appropriately protected?
AI REVIEW	Have AI summaries or transcripts been checked against human-confirmed decisions?
CONSENT	If any meeting recording/transcription is planned, was appropriate notice and consent handled?
CLOSING	Does the message give a clear, courteous next step or contact route?

How the four core models connect

7.01 Feedback strengthens the quality of work.
7.03 The agenda prepares the team to decide.
7.04 The minutes preserve confirmed decisions and responsibilities.
7.05 The follow-up email converts decisions into assigned, trackable next steps.

Optional companions 7.02, 7.06 and 7.07 support the chapter's oral and scheduling guidance; they are not substitutes for the four core written model types.

All fictional examples. Teaching source: ENGL251, Chapter 7, "Professionalism at Work in the Age of AI: Business Etiquette, Teamwork, and Meetings."

Chapter 8

Business Presentations in the Age of AI

Plan, design, and deliver impactful presentations that inform, persuade, and inspire

Know Your Purpose | Understand Your Audience | Design Clear Visuals | Deliver with Confidence | Use AI Responsibly



Start Strong
Capture attention with a powerful opening.

Structure Clearly
Organize your message for maximum impact.

Engage Your Audience
Interact, listen, and build connection.

Use Visuals Wisely
Replace bullets with charts, images, and infographics.

Deliver Confidently
Use your voice, body language, and presence.

Ethical & Accurate
Verify facts and use AI responsibly.

Plan With Purpose | Know Your Audience | Design Clear Slides | Deliver With Impact | Encourage Participation | Follow Up and Act | Be Professional and Respectful

CHAPTER 08 / WRITING GUIDE

CHAPTER 08 | Business Presentations in the Age of AI

Prepare presentation outlines, slide text, speaker notes and scripts that fit the audience, support accessible visuals and invite engagement.

Writing focus

Audience analysis • Slide design • Speaker notes

Find a model

8.01	Informative presentation outline
8.02	Persuasive presentation pitch
8.03	Slide content with speaker notes
8.04	Presentation opening and closing
8.05	Before-and-after slide makeover
8.06	Virtual Q&A and follow-up

The following pages preserve the original color-coded models and their matching annotations and writing activities.

CHAPTER 08 / CORE WRITING MODEL 8.01

Informative presentation outline

CHANNEL	PURPOSE	TEXTBOOK
Five-minute staff briefing	Explain a practical workplace process	§§ 8-1b–d; 8-2a–d

WRITING SITUATION

At a fictional communications firm, an operations assistant must brief new employees on how to prepare for hybrid meetings. The talk should inform, not sell a product. A short chronological outline helps the speaker keep one clear purpose, a logical body, and an actionable conclusion.

COMPLETE MODEL

CEDARLINE COMMUNICATIONS | BRIEFING OUTLINE

TOPIC Preparing for an Effective Hybrid Meeting

AUDIENCE New staff working on-site and remotely

FORMAT Five-minute live briefing + three simple visual slides

Specific purpose: By the end, new staff can complete three essential meeting-preparation steps.

INTRODUCTION | 0:00–0:45

Hook: “Have you ever joined a meeting on time but still missed the first decision?” State the goal and preview the three steps.

BODY | 0:45–4:15 | CHRONOLOGICAL PATTERN

1. Before: Read the agenda, confirm your role, and test audio and screen sharing.

2. During: Contribute one clear point, watch the chat, and summarize decisions aloud.

3. After: Check the shared action record for owner and deadline.

Engagement: Ask online and in-room listeners to choose which step is most often missed; read responses aloud without singling anyone out.

CONCLUSION | 4:15–5:00

Restate: Prepare, participate, confirm. Invite staff to use the one-page checklist before their next hybrid meeting, then take one question.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose / hook	PURPOSE: The objective is observable and audience-specific, and the opening question connects to a familiar difficulty.
02 Content / detail	CONTENT: The three main points follow a chronological pattern, moving from before to during to after a meeting.
03 Rapport / access	RAPPORT: The activity includes remote and in-room participants in a low-pressure, accessible way.
04 Action / next step	ACTION: The close returns to the main message and gives one immediate application.

TRY IT YOURSELF Outline a five-minute briefing on safe workplace file sharing. Write a specific purpose, hook, three body points, transition and practical closing.

CHAPTER 08 / CORE WRITING MODEL 8.02

Persuasive presentation pitch

CHANNEL	PURPOSE	TEXTBOOK
Six-minute management proposal	Gain approval for a limited pilot	§§ 8-1c–d; 8-2a–c

WRITING SITUATION

A fictional project coordinator proposes a two-week onboarding checklist pilot to managers concerned about added work. The problem–solution outline anticipates their likely objection, presents a limited test rather than an unsupported promise, and concludes with a decision request.

COMPLETE MODEL

CEDARLINE COMMUNICATIONS | PROPOSAL PITCH

DECISION NEEDED Approve a two-week test with one onboarding team

AUDIENCE Operations director and customer-service manager

STRUCTURE Problem → solution → safeguards → decision

OPENING | ATTENTION + PURPOSE

"A new customer should receive the same clear welcome regardless of who handles the request. Today, our handoff notes are not always organized consistently. I propose a two-week checklist pilot."

BODY | PROBLEM AND PROPOSED SOLUTION

Problem: Staff use different handoff notes, which makes it harder to see what has been completed. First, show two anonymized training examples of inconsistent notes.

Proposal: Test one shared, one-page checklist with a single team; review completed items and staff feedback at the end of the pilot.

Likely concern: "Will this slow staff down?" Explain that the test lasts only two weeks and that the team can stop or revise it if it adds unnecessary steps.

CLOSING | REQUEST THE DECISION

"Please approve the limited pilot today. I will provide the checklist draft before launch and a short evaluation afterward, so you can decide whether further rollout is justified."

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose / hook	PURPOSE: The opening turns a general concern into a specific proposal for this management audience.
02 Content / detail	CONTENT: A problem–solution structure separates observed inconsistency, proposed remedy, and evidence to collect.
03 Rapport / access	RAPPORT: The pitch anticipates workload concerns instead of dismissing them or inventing guaranteed savings.
04 Action / next step	ACTION: The final sentence requests a precise approval and promises a proportionate evaluation.

TRY IT YOURSELF Outline a persuasive six-minute pitch for a low-cost staff-training pilot. Include the decision, two defensible benefits, one objection, and a measurable way to review results.

CHAPTER 08 / CORE WRITING MODEL 8.03

Slide content with speaker notes

CHANNEL	PURPOSE	TEXTBOOK
Annotated three-slide storyboard	Make data readable and explain it orally	§§ 8-3a–b; 8-4b–d

WRITING SITUATION

A presenter is practicing with a SIMULATED 20-case service log. She writes brief takeaway slide titles, specifies suitable visuals and alt text, and uses speaker notes to interpret the figures rather than pasting paragraphs onto slides. These are writing plans, not a completed deck.

COMPLETE MODEL

PRACTICE BRIEFING | THREE-SLIDE STORYBOARD

DATA SOURCE Simulated training log; 20 fictional service cases

SLIDE 1 | "18 OF 20 CASES FINISHED WITHIN TWO DAYS"

On-slide text: "18 / 20 completed within two days" + "Practice data; not actual performance."

Visual plan: Horizontal bars for 12 cases (≤1 day), 6 cases (2 days), 2 cases (≥3 days); label values directly. Alt text states all three counts.

Speaker notes: "The first two groups add up to 18 cases. This exercise shows a useful way to describe turnaround; it does not demonstrate real service quality."

SLIDE 2 | "A CLEAR HANDOFF HAS THREE STEPS"

On-slide text: "Record → Assign → Confirm." Use a three-step process diagram with numbered boxes.

Speaker notes: "The owner records the request, assigns a colleague, and confirms the handoff. I will explain one fictional example aloud instead of reading every label."

SLIDE 3 | "TEST THE CHECKLIST BEFORE WIDER USE"

On-slide text: "Two-week pilot → gather feedback → decide." Use a simple decision path.

Speaker notes: "The simulated figures help us rehearse chart explanations. Our practical next step is to test the checklist with a team and review real results before making a wider claim."

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose / hook	PURPOSE: Takeaway titles state the point of each slide instead of merely naming a topic.
02 Content / detail	CONTENT: The practice data are arithmetically consistent, explicitly fictional, and labeled with descriptive values and alt text.
03 Rapport / access	RAPPORT: Speaker notes interpret rather than read the slides and avoid misleading listeners about the fictional numbers.
04 Action / next step	ACTION: The sequence ends with a conditional, reviewable next step rather than an unsupported promise.

TRY IT YOURSELF Draft two slides with one takeaway title each, a visual plan, alt text and 35–50 words of speaker notes. Label any invented practice data explicitly.

CHAPTER 08 / CORE WRITING MODEL 8.04

Presentation opening and closing

CHANNEL	PURPOSE	TEXTBOOK
Spoken introduction + conclusion	Hook the audience and close purposefully	§§ 8-2a; 8-2c–d; 8-5a, 8-5d–e

WRITING SITUATION

A coordinator is presenting the fictional onboarding-checklist pilot from Model 8.02. The scripts below are rehearsal aids: in delivery, the speaker should use brief cues and eye or camera contact instead of reading every word.

COMPLETE MODEL

OPENING SCRIPT | APPROXIMATELY 45 SECONDS

"Good morning, and thank you for making time today. Think about the last time a customer had to repeat information because their request changed hands. What would help us prevent that confusion?"

"Our onboarding notes are not consistently structured. I'll show the gap, propose a simple checklist test, and explain how we can evaluate it without committing to a permanent change."

"If you are joining remotely, please add any questions in the chat; I will pause to address them alongside questions from the room."

CLOSING SCRIPT | APPROXIMATELY 40 SECONDS

"We have seen the problem, a low-risk test, and a way to evaluate the outcome. The checklist is a proposal to investigate, not a guarantee of faster service."

"I am asking for approval to run the two-week pilot with one team. If you agree, I will circulate the draft checklist and the evaluation questions before launch."

"Thank you for your attention. I welcome questions from colleagues here and online, including concerns we may not have considered."

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose / hook	PURPOSE: The opening begins with an audience-relevant question rather than a generic announcement of the topic.
02 Content / detail	CONTENT: Both scripts track the same problem–pilot–evaluation argument, keeping the promise appropriately limited.
03 Rapport / access	RAPPORT: The speaker explicitly includes online listeners and welcomes critical questions with respect.
04 Action / next step	ACTION: The conclusion states a concrete approval request and explains the first follow-up step.

TRY IT YOURSELF Write a 50-second opening and 40-second closing for a presentation seeking approval to improve a campus service. Include a hook, preview, summary and precise next step.

CHAPTER 08 / OPTIONAL COMPANION MODEL 8.05

Before-and-after slide makeover

CHANNEL	PURPOSE	TEXTBOOK
Slide-writing companion	Replace crowded bullets with one visual takeaway	§§ 8-3b; 8-4b–c

WRITING SITUATION

A presenter initially tries to put all of a simulated project update on one slide. The revision splits the information into one important visual message and separate speaker notes, demonstrating the chapter's advice to move beyond text-heavy bullets.

COMPLETE MODEL

BEFORE | OVERLOADED PRACTICE SLIDE

PROJECT UPDATE / Training checklist is being reviewed / Some staff submitted feedback / We will meet again / The owner will make revisions / There may be more changes / Final date not yet decided

AFTER | SINGLE TAKEAWAY + VISUAL

Slide title: "FEEDBACK WILL SHAPE THE NEXT CHECKLIST DRAFT."

Slide text: "Collect → revise → review." Visual: three numbered arrows. Alt text: three stages in the draft-review process.

Speaker notes: "Staff feedback has been gathered, and the document owner will prepare revisions. We have not agreed on a final release date, so this slide deliberately does not invent one."

Transition: "Next, I will show which questions remain open and how the team will resolve them."

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose / hook	PURPOSE: The revised title communicates one meaningful takeaway, not the vague label "Project Update."
02 Content / detail	CONTENT: The diagram replaces a crowded list, while the notes carry the necessary explanation.
03 Rapport / access	RAPPORT: The notes clearly admit that the final date has not yet been decided, protecting audience trust.
04 Action / next step	ACTION: The transition tells listeners how the next part advances the story.

TRY IT YOURSELF Transform a five-bullet slide about a training event into a one-idea slide with a visual plan, alt text, and speaker notes.

CHAPTER 08 / OPTIONAL COMPANION MODEL 8.06

Virtual Q&A and follow-up

CHANNEL	PURPOSE	TEXTBOOK
Spoken exchange + follow-up email	Handle uncertainty and complete promised follow-up	§§ 8-2d; 8-5d–e

WRITING SITUATION

During a fictional hybrid presentation, an online manager asks about cost. The speaker does not have a reliable estimate, acknowledges the limitation, and sends a follow-up summary after checking the available information.

COMPLETE MODEL

LIVE Q&A | HYBRID PRESENTATION

Presenter: “Thank you, Samira. I’ll repeat the question for everyone: What additional time will the two-week checklist pilot require?”

Presenter: “We have not yet measured that time, so I cannot give you a defensible estimate today. The pilot would record setup time and staff feedback to help us judge the burden.”

Presenter: “That is a helpful concern. I will include a time-cost question in the evaluation and share the proposed measure before the test begins.”

POST-PRESENTATION EMAIL | SAME DAY

TO Pilot Review Group

SUBJECT Onboarding pilot proposal — materials and open question

Hello everyone, thank you for joining today’s presentation in person and online. The proposal outline is attached for review.

One question remains open: the staff time needed for setup and use. No estimate was confirmed during the session.

I will circulate the draft time-tracking measure before any pilot begins. Please send additional questions by Thursday so they can be included in the review.

Best regards,
Nour Karim | Project Coordinator

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Purpose / hook	PURPOSE: Repeating the remote participant's question makes the exchange understandable to the whole room.
02 Content / detail	CONTENT: The speaker says what is unknown rather than making up a persuasive cost figure.
03 Rapport / access	RAPPORT: The question is treated as constructive input, not as opposition to be defeated.
04 Action / next step	ACTION: The follow-up documents the gap and assigns a verifiable next step.

TRY IT YOURSELF Draft a respectful response to a difficult webinar question you cannot answer, then a 90-word follow-up email identifying what you will verify.

CHAPTER 08 / REFERENCE CHECKLIST

Before you present, share, or publish

A strong business presentation combines precise writing with confident delivery. Use the following checklist when revising outlines, visual plans, and presenter notes.

PURPOSE	Is the desired audience learning or action outcome explicit and realistic?
AUDIENCE	Does the talk address what listeners already know and the questions they may ask?
STRUCTURE	Are introduction, body pattern, transitions, and conclusion easy to follow?
ONE IDEA	Does each slide state one main takeaway instead of displaying a paragraph?
EVIDENCE	Have all statistics, quotations, dates, and visual labels been verified or marked as simulated?
VISUALS	Is the chart or diagram appropriate, clearly labeled, and necessary for the message?
ACCESS	Are fonts, contrast, captions, text alternatives, and remote participation considered?
NOTES	Do speaker notes support interpretation without duplicating the slide word for word?
REHEARSAL	Have timing, vocal delivery, equipment, and a backup plan been tested?
FOLLOW-UP	Is the next step clear, and are uncertain answers checked before being shared?

How the four core models connect

8.01 The informative outline defines what listeners should understand.
8.02 The persuasive pitch organizes a decision-oriented argument.
8.03 Slide text and speaker notes separate visual support from oral explanation.
8.04 Opening and closing scripts frame the argument and invite engagement.

Optional companions 8.05 and 8.06 extend the chapter's guidance to slide revision and post-presentation questions. They do not replace the four core writing models.

All scenarios and practice data are fictional. Teaching source: ENGL251, Chapter 8, "Business Presentations in the Age of AI."

Chapter 9

The Job Search, Résumés, and Cover Messages in the Age of AI

Stand out, get noticed, and land your next opportunity with strategy, authenticity, and smart technology.

Search Smart

Build Your Network

Create a Strong Résumé

Write Compelling Messages

Prepare, Interview, Succeed



Research Opportunities

Network Strategically

Tailor Your Résumé

Write Impactful Cover Messages

Build Your Online Brand

Prepare with Confidence

Stay Ethical and Authentic

CHAPTER 09 / WRITING GUIDE

CHAPTER 09 | The Job Search, Résumés, and Cover Messages in the Age of AI

Prepare authentic employment documents, including networking messages, résumé formats, LinkedIn content, cover letters and application emails.

Writing focus

Authentic evidence • Résumé formats • Job fit

Find a model

9.01	Professional networking outreach message
9.02	LinkedIn headline and About summary
9.03	Chronological résumé
9.04	Functional / skills-based résumé
9.05	Combination résumé
9.06	Targeted résumé for a specific vacancy
9.07	Customized cover letter
9.08	Job application submission email
9.09	Career e-portfolio introduction
9.10	Short video-résumé script
9.11	LinkedIn recommendation request

The following pages preserve the original color-coded models and their matching annotations and writing activities.

CHAPTER 09 / CORE WRITING MODEL 9.01

Professional networking outreach message

CHANNEL	PURPOSE	TEXTBOOK
LinkedIn private message	Request a brief informational conversation	§§ 9-3a–c

WRITING SITUATION

Maya Khalil is a recent marketing graduate seeking an entry-level role. She contacts alumna Dalia Nasser for perspective on the profession, without asking for a job or pretending that they know each other.

COMPLETE MODEL

TO Dalia Nasser, Cedar Coast University alumna and marketing professional

PLATFORM LinkedIn direct message

Hello Ms. Nasser, I'm Maya Khalil, a recent business graduate exploring marketing coordinator roles. I noticed that you also studied at Cedar Coast University.

During my internship, I prepared social-media schedules and short event updates. I'm especially interested in how professionals move from campus projects to client-facing work.

Your experience coordinating campaigns seems relevant to that transition, and I would value your perspective on the skills new graduates should develop first.

Would you be available for a 15-minute conversation sometime next week? I would be happy to work around your schedule. Thank you for considering my request.

Best wishes,
Maya Khalil

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Target / purpose	PURPOSE: The opening identifies the writer and establishes a real reason for contacting this particular professional.
02 Evidence / experience	EVIDENCE: One concise, verifiable internship example provides context without turning the message into a résumé.
03 Fit / relevance	RELEVANCE: The writer connects the recipient's professional path to a genuine learning question, not a vague favor.
04 Follow-through	FOLLOW-THROUGH: A modest 15-minute request makes replying easy and respects the recipient's time.

TRY IT YOURSELF Write a 90–120-word networking message to an alumnus in a field you hope to enter. Ask for insight, not employment.

CHAPTER 09 / CORE WRITING MODEL 9.02

LinkedIn headline and About summary

CHANNEL	PURPOSE	TEXTBOOK
Public LinkedIn profile	Communicate authentic professional strengths	§§ 9-3c; 9-4c

WRITING SITUATION

Maya develops a professional brand for entry-level marketing opportunities. Her headline includes truthful keywords, while her first-person About section connects skills to specific school, internship, and volunteer experience.

COMPLETE MODEL

PROFILE HEADLINE

Entry-Level Marketing Coordinator | Social Media Scheduling | Excel Reporting | Event Promotion

ABOUT

I am a recent business graduate interested in helping organizations communicate clearly with their audiences. My strongest interests are campaign coordination, social-media content, and practical reporting.

In a summer internship at Cedarline Community Arts, I prepared weekly content calendars, drafted event announcements, and maintained a simple attendance tracker in Excel.

I also helped organize two student-club events, working with teammates on schedules, reminders, and participant communication. These experiences taught me to combine organization with audience-focused writing.

I am interested in entry-level marketing and communications opportunities. I welcome conversations with professionals working in campaigns, events, and community outreach.

SELECTED PROFILE SECTIONS

Experience: Marketing Intern — Cedarline Community Arts, Jun–Aug 2026
Education: BA in Business Administration — Cedar Coast University, 2026
Skills: Content Calendars • Excel • Event Communication • Copywriting

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Target / purpose	PURPOSE: The headline identifies a truthful professional direction and uses relevant searchable terms.
02 Evidence / experience	EVIDENCE: The About section grounds claims in duties, an internship, and known types of projects.
03 Fit / relevance	RELEVANCE: Teamwork and audience-focused communication connect the experiences to entry-level marketing.
04 Follow-through	FOLLOW-THROUGH: The closing welcomes appropriate professional contact without sounding desperate.

TRY IT YOURSELF Write your own keyword-aware headline and a 120–160-word first-person About section based only on achievements you can verify.

CHAPTER 09 / CORE WRITING MODEL 9.03

Chronological résumé

CHANNEL	PURPOSE	TEXTBOOK
Single-column résumé	Show most recent experience first	§§ 9-4a–b; 9-4d–e; 9-5d

WRITING SITUATION

Maya applies for general entry-level communications roles. The chronological format works because her internship and campus experience are recent and related to the work she wants.

COMPLETE MODEL

MAYA KHALIL

Beirut, Lebanon | maya.khalil@example.com | +961 00 000 000
LinkedIn: linkedin.com/in/maya-khalil-example | Portfolio: example.com/maya

PROFILE — Recent business graduate with hands-on experience preparing content calendars, coordinating events, and communicating with audiences.

EXPERIENCE

Marketing Intern | Cedarline Community Arts | Jun–Aug 2026

• Prepared 8 weekly social-media calendars and drafted event posts for staff review.

• Updated an Excel attendance tracker and summarized registration questions.

Student Events Volunteer | Campus Events Club | Sep 2024–May 2025

• Helped coordinate announcements and volunteer schedules for 2 campus events.

EDUCATION

BA, Business Administration | Cedar Coast University | 2026

SKILLS

Social-media content calendars • Excel tracking • Event announcements • Team coordination

PORTFOLIO — Selected practice writing and public student-project materials: example.com/maya

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Target / purpose	PURPOSE: The profile gives a quick, specific overview of the candidate's direction.
02 Evidence / experience	EVIDENCE: Reverse chronological roles, dates, actions, and modest counts make claims inspectable.
03 Fit / relevance	RELEVANCE: The skills section summarizes only competencies supported by the listed experience.
04 Follow-through	FOLLOW-THROUGH: Contact information and a portfolio path make it straightforward to review work and respond.

TRY IT YOURSELF Create a one-page chronological résumé with clear headings, accurate dates, and three action-verb bullets. Avoid first-person pronouns.

CHAPTER 09 / CORE WRITING MODEL 9.04

Functional / skills-based résumé

CHANNEL	PURPOSE	TEXTBOOK
Skills-first résumé	Foreground transferable skills in a career change	§§ 9-4a–b; 9-4d; 9-5a

WRITING SITUATION

Omar Mansour has worked in hospitality but is applying for junior customer-support roles. A functional résumé emphasizes relevant abilities; the complete dated work history is retained because the textbook cautions that skills-only documents may be harder for recruiters and ATS tools to evaluate.

COMPLETE MODEL

OMAR MANSOUR

Tripoli, Lebanon | omar.mansour@example.com | +961 00 000 001

CAREER OBJECTIVE — Hospitality professional transitioning to entry-level customer support, with experience resolving questions, keeping records, and coordinating handovers.

RELEVANT SKILLS

Customer communication — Responded to booking questions and explained procedures calmly in person and by phone.

Records and follow-up — Updated reservation lists, documented requests, and passed unresolved items to colleagues.

Team coordination — Helped communicate shift changes and confirm guest-service handovers.

EMPLOYMENT HISTORY | KEEP THE DATES VISIBLE

Guest Services Associate | Bayview Hotel | Feb 2024–Aug 2026
Front Desk Trainee | Harbor Guesthouse | Jun–Aug 2023

EDUCATION AND TRAINING

Diploma in Hospitality Services | Coastline College | 2023
Customer Service Fundamentals (short course) | 2025

ADDITIONAL INFORMATION — References and work examples available upon request.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Target / purpose	PURPOSE: The headline explains the career shift in terms of relevant customer-support work.
02 Evidence / experience	EVIDENCE: Skill claims are framed as observable tasks; dates and employer names remain visible.
03 Fit / relevance	RELEVANCE: Transferable communication and record-keeping abilities matter more here than hotel-specific jargon.
04 Follow-through	FOLLOW-THROUGH: The closing leaves room for verification without promising qualifications not shown.

TRY IT YOURSELF Reorganize an honest employment history into a skills-led résumé for a new industry. Preserve full employer names, roles, and dates.

CHAPTER 09 / CORE WRITING MODEL 9.05

Combination résumé

CHANNEL	PURPOSE	TEXTBOOK
Skills summary + dated experience	Balance key competencies and recent work	§§ 9-4a–b; 9-4d–e

WRITING SITUATION

Maya's experience is relatively recent, but she also has two strong areas of competence: content preparation and event coordination. The combination layout highlights those skills first and then provides employment dates.

COMPLETE MODEL

MAYA KHALIL

Beirut, Lebanon | maya.khalil@example.com | +961 00 000 000

SUMMARY — Entry-level marketing candidate with practical content-scheduling, event-communication, and spreadsheet-tracking experience.

HIGHLIGHTED SKILLS

Content preparation — Built 8 weekly social-media calendars and drafted event announcements for review.

Event coordination — Supported volunteer schedules and attendee messaging for 2 student events.

Reporting — Maintained a registration tracker in Excel and summarized participant questions.

PROFESSIONAL EXPERIENCE

Marketing Intern | Cedarline Community Arts | Jun–Aug 2026
Student Events Volunteer | Campus Events Club | Sep 2024–May 2025

EDUCATION

BA, Business Administration | Cedar Coast University | 2026

CONTACT / WORK — maya.khalil@example.com | example.com/maya

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Target / purpose	PURPOSE: The top summary states the candidate's marketing direction.
02 Evidence / experience	EVIDENCE: Skills are supported by concrete tasks and limited, fictional counts rather than empty adjectives.
03 Fit / relevance	RELEVANCE: The selected skills appear before experience but correspond to the same dated roles.
04 Follow-through	FOLLOW-THROUGH: A straightforward email and work-sample address make the document usable.

TRY IT YOURSELF Draft a combination résumé with three skill headings and a complete chronological employment section; avoid repeating every bullet verbatim.

CHAPTER 09 / CORE WRITING MODEL 9.06

Targeted résumé for a specific vacancy

CHANNEL	PURPOSE	TEXTBOOK
ATS-conscious tailored résumé	Demonstrate fit for Marketing Coordinator	§§ 9-4a; 9-5a; 9-5d–e

WRITING SITUATION

North Harbor Creative seeks an entry-level Marketing Coordinator. Its fictional vacancy requires social-media scheduling, copywriting, Excel reporting, event promotion, and teamwork. Maya rearranges her true achievements to match those priorities—without inventing any skills or results.

COMPLETE MODEL

MAYA KHALIL | MARKETING COORDINATOR APPLICANT

Beirut, Lebanon | maya.khalil@example.com | +961 00 000 000

PROFILE — Entry-level marketing candidate with experience in social-media scheduling, event copywriting, Excel trackers, and collaborative campaign support.

RELEVANT SKILLS

Content calendars • Short-form copywriting • Microsoft Excel • Event communication • Team coordination

RELEVANT EXPERIENCE

Marketing Intern | Cedarline Community Arts | Jun–Aug 2026

• Prepared 8 weekly social-media content calendars for staff review.

• Drafted short event announcements and edited text after supervisor feedback.

• Maintained an Excel registration tracker and summarized common questions.

Student Events Volunteer | Campus Events Club | Sep 2024–May 2025

• Coordinated volunteer reminders and participant messages for 2 campus events.

EDUCATION

BA, Business Administration | Cedar Coast University | 2026

PORTFOLIO — Writing and event-promotion samples: example.com/maya

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Target / purpose	PURPOSE: The position-specific profile makes the intended vacancy immediately apparent.
02 Evidence / experience	EVIDENCE: Concrete duties and dates are reused consistently from Maya's other résumé versions.
03 Fit / relevance	RELEVANCE: Genuine keywords match the fictional advertisement; no artificial keyword stuffing or guaranteed ATS score is claimed.
04 Follow-through	FOLLOW-THROUGH: A simple contact line and portfolio support recruiter review; the document remains easy to export cleanly.

TRY IT YOURSELF Given a real job posting, highlight five requirements, then re-order only truthful résumé evidence to address them. Keep standard section headings.

CHAPTER 09 / CORE WRITING MODEL 9.07

Customized cover letter

CHANNEL	PURPOSE	TEXTBOOK
Formal application letter	Explain the fit beyond a résumé	§§ 9-6a–d; 9-6f

WRITING SITUATION

Maya uses the same North Harbor Creative posting and evidence as in Model 9.06. Her cover letter does not merely list résumé bullets; it explains why the experience would help the employer.

COMPLETE MODEL

FROM Maya Khalil | maya.khalil@example.com | Beirut, Lebanon

DATE 28 October 2026

TO Hiring Manager | North Harbor Creative

RE Application — Marketing Coordinator

Dear Hiring Manager,

I am applying for the Marketing Coordinator position advertised on North Harbor Creative's careers page. As a recent business graduate, I am interested in supporting well-organized campaigns through clear writing and dependable follow-through.

During my internship at Cedarline Community Arts, I prepared eight weekly social-media calendars, drafted event announcements, and updated an Excel registration tracker. Working from supervisor feedback helped me understand how to revise copy for an intended audience.

Your role emphasizes content scheduling, event promotion, and team coordination. My internship and student events work have given me entry-level experience in each area, and I would welcome the opportunity to develop those skills with your team.

I would appreciate the opportunity to discuss my application in an interview. Thank you for your consideration.

Sincerely,
Maya Khalil

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Target / purpose	PURPOSE: The opening identifies the exact role, where it was advertised, and the candidate's motivation.
02 Evidence / experience	EVIDENCE: The letter selects two or three truthful examples rather than copying the entire résumé.
03 Fit / relevance	RELEVANCE: The middle paragraph connects experience to the employer's stated needs in specific terms.
04 Follow-through	FOLLOW-THROUGH: The closing invites an interview courteously without pressuring the employer.

TRY IT YOURSELF Write a three-part cover letter for an actual entry-level advertisement. Connect two verified examples to two requirements; do not copy your résumé paragraph for paragraph.

CHAPTER 09 / CORE WRITING MODEL 9.08

Job application submission email

CHANNEL	PURPOSE	TEXTBOOK
Email with attachments	Submit the application correctly and concisely	§§ 9-5d–e; 9-6e

WRITING SITUATION

Maya is sending the materials from Models 9.06 and 9.07 after the fictional company requests applications by email. This is a short transmittal message, not another full cover letter.

COMPLETE MODEL

TO careers@northharbor.example

Subject: Application for Marketing Coordinator — Maya Khalil

Dear Hiring Team,
Please find attached my résumé and cover letter for the Marketing Coordinator position at North Harbor Creative.

The documents outline my experience with content calendars, event communications, and Excel tracking.

I have used the position title in both filenames to make the materials easy to identify and review.

Thank you for considering my application. I would welcome the opportunity to discuss my qualifications.

Best regards,
Maya Khalil
maya.khalil@example.com
+961 00 000 000

ATTACHMENTS — CLEAR, CONSISTENT FILE NAMES

Khalil_Maya_MarketingCoordinator_Resume.pdf
Khalil_Maya_MarketingCoordinator_CoverLetter.pdf

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Target / purpose	PURPOSE: The subject line and opening identify the exact position and documents submitted.
02 Evidence / experience	EVIDENCE: The body summarizes relevant qualifications without recreating a second letter.
03 Fit / relevance	RELEVANCE: Naming both attachments clearly prevents needless ambiguity for the recruiter.
04 Follow-through	FOLLOW-THROUGH: The message closes professionally and provides accessible contact information.

TRY IT YOURSELF Compose a 70–100-word submission email for a named vacancy and give filenames for both attachments. Check the employer's required format.

CHAPTER 09 / OPTIONAL COMPANION MODEL 9.09

Career e-portfolio introduction

CHANNEL	PURPOSE	TEXTBOOK
Personal portfolio landing page	Introduce selected, shareable work samples	§§ 9-5b; 9-3c

WRITING SITUATION

Maya uses a simple portfolio to complement, not replace, her résumé. The landing page lists sample work she created herself, describes its purpose, and excludes any confidential client material.

COMPLETE MODEL

MAYA KHALIL | MARKETING & COMMUNICATIONS PORTFOLIO

WELCOME — I am a recent business graduate interested in practical, audience-focused marketing communication. This portfolio highlights selected writing and coordination projects.

SELECTED WORK

Sample 1 — Community Event Announcement. A public-facing draft explaining an event, its intended audience, and the registration instructions. My role: initial copy and revision.

Sample 2 — Content Calendar (Demonstration). A fictional week-by-week scheduling plan for student practice; includes the intended channel, topic, and approval status.

Sample 3 — Student Event Communication Pack. Original student-club reminder, volunteer briefing, and follow-up. Details are shared only where permission was obtained.

CONTACT — To discuss a project or request a résumé, email maya.khalil@example.com.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Target / purpose	PURPOSE: The introduction says who Maya is and what a visitor will find.
02 Evidence / experience	EVIDENCE: Each item has a clear description, context, and statement of the candidate's role.
03 Fit / relevance	RELEVANCE: Demonstration work is labeled; private or copyrighted work is not passed off as publicly shareable.
04 Follow-through	FOLLOW-THROUGH: A contact invitation gives the visitor an easy next step.

TRY IT YOURSELF Write a 100–150-word portfolio landing page and three 25-word project captions. Identify which materials need permission before sharing.

CHAPTER 09 / OPTIONAL COMPANION MODEL 9.10

Short video-résumé script

CHANNEL	PURPOSE	TEXTBOOK
Optional 60–90-second video	Introduce communication skills on camera	§§ 9-5c; 9-3c

WRITING SITUATION

Maya considers a short video for a communication-oriented role. The video is a supplement to her written résumé, not a substitute, and contains no simulated voice or exaggerated claims.

COMPLETE MODEL

SPEAKING SCRIPT | APPROXIMATELY 70 SECONDS

"Hello, I'm Maya Khalil, a recent business graduate interested in marketing and communications roles. Thank you for taking a moment to learn about my work."

"During a summer internship, I prepared weekly social-media calendars, drafted event announcements, and updated a registration tracker in Excel. I learned to check details carefully and revise messages after receiving feedback."

"I also helped organize two campus events. Working with volunteers taught me how important timely reminders, clear roles, and courteous communication are for a successful event."

"You can find examples of my work in my portfolio and read my résumé for a complete history. Thank you for watching; I would be pleased to discuss how I could contribute to your team."

RECORDING NOTES

Speak naturally. Use a quiet, well-lit setting. Add accurate captions. Never disclose confidential employer or client information. Submit a video only when the role and employer instructions make it appropriate.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Target / purpose	PURPOSE: The opening establishes identity and intended direction quickly.
02 Evidence / experience	EVIDENCE: Skills are attached to real kinds of tasks, and no unverified outcome is claimed.
03 Fit / relevance	RELEVANCE: The teamwork example shows communication in practice rather than relying on self-praise.
04 Follow-through	FOLLOW-THROUGH: The closing points to written application materials and leaves the decision to the employer.

TRY IT YOURSELF Draft a 60-second video introduction using two real examples. Mark natural pauses and plan accessible captions.

CHAPTER 09 / OPTIONAL COMPANION MODEL 9.11

LinkedIn recommendation request

CHANNEL	PURPOSE	TEXTBOOK
Professional direct message	Ask a supervisor for an authentic recommendation	§§ 9-4c; 9-3a

WRITING SITUATION

Maya asks a former internship supervisor for a short, factual LinkedIn recommendation. She offers a helpful reminder of the work they actually observed and makes clear that declining is acceptable.

COMPLETE MODEL

TO Ms. Rima Farah, former internship supervisor

Hello Ms. Farah, I hope you are well. I enjoyed learning from your guidance during my internship at Cedarline Community Arts this summer.

I am updating my LinkedIn profile as I apply for entry-level marketing positions. If you feel comfortable doing so, would you consider writing a brief recommendation based on the work you supervised?

You saw me prepare weekly content calendars, revise event announcements, and update the registration tracker. I hope these details may help if you decide to write one.

I completely understand if your schedule does not allow it. Thank you again for your support and for the feedback you shared during the internship.

Warm regards,
Maya Khalil

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Target / purpose	PURPOSE: The message restores professional context instead of sending a generic endorsement request.
02 Evidence / experience	EVIDENCE: It suggests only tasks the supervisor actually observed; it does not script praise.
03 Fit / relevance	RELEVANCE: The writer explains why an evidence-based endorsement would support a job search.
04 Follow-through	FOLLOW-THROUGH: The request allows the recipient to decline freely, preserving the relationship.

TRY IT YOURSELF Write a recommendation request to someone who has actually assessed your work. Mention two observable strengths and leave the wording to the recommender.

CHAPTER 09 / REFERENCE CHECKLIST

Before sending a job-search document

Use this checklist on every résumé, LinkedIn profile, cover letter, portfolio page, and job application. A polished file is not necessarily a reliable one: verify the facts first.

TRUTH	Can you substantiate every title, employment date, qualification, number, and skill?
AUDIENCE	Do you know the employer, role, platform, and purpose of this particular message?
MATCH	Does the text respond to the vacancy using only relevant, genuine qualifications?
HEADINGS	Does the résumé use familiar, easy-to-scan sections and consistent date formats?
ATS	Is the résumé simple enough for text extraction, without text boxes or decorative tables?
TONE	Is the writing clear, professional, specific, and free of exaggerated AI phrasing?
KEYWORDS	Are job-description terms used accurately rather than stuffed into the document?
PROOFREAD	Have names, spelling, email addresses, links, files, and attachment labels been checked?
PRIVACY	Are portfolio samples shared with permission and free of private client information?
SUBMISSION	Does the file type match the employer's instructions, and have you opened the final file?

Why the sample package is connected

9.03–9.06 compare four résumé organizations without confusing a change of layout with a change of facts. Model 9.06 targets the fictional North Harbor Creative vacancy; Model 9.07 explains the same evidence in a customized cover letter; Model 9.08 sends those documents in a concise application email.

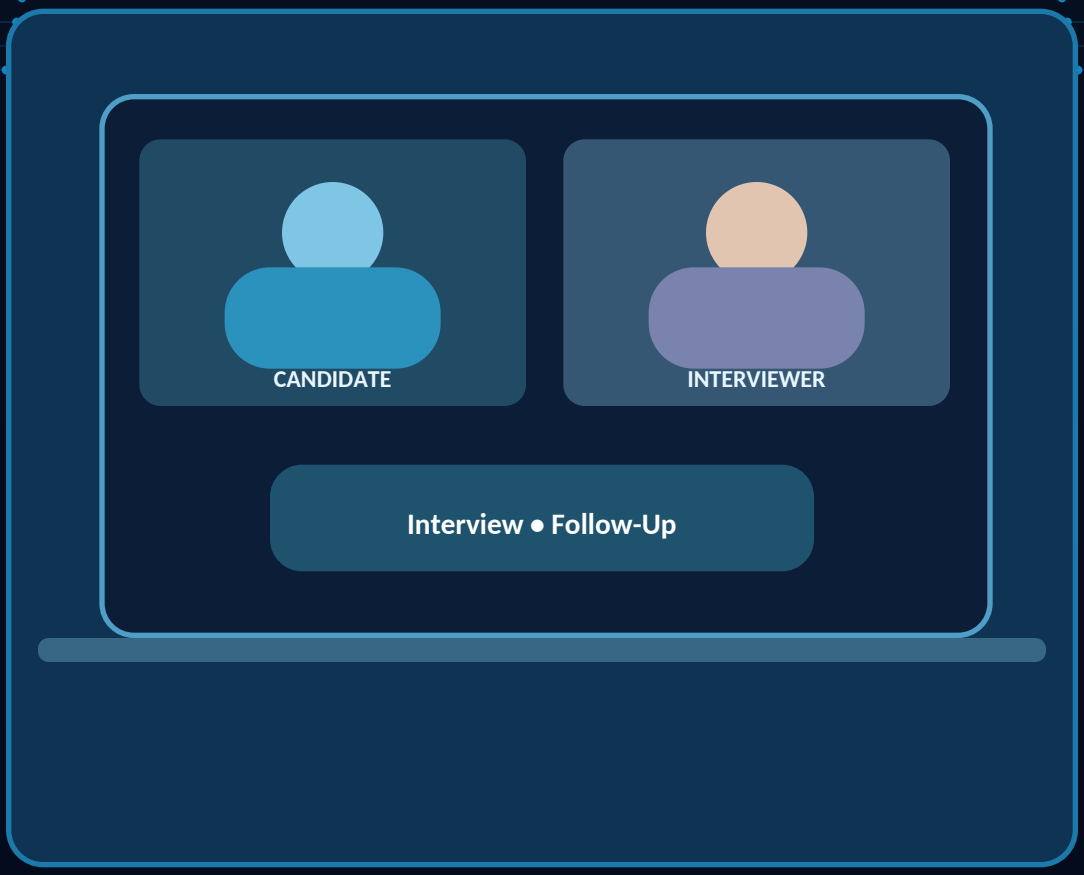
Optional models 9.09–9.11 extend the chapter to portfolios, video introductions, and professional recommendations. These are supplementary forms, not universal requirements.

Teaching source: ENGL251, Chapter 9, "The Job Search, Résumés, and Cover Messages in the Age of AI." Fictional details are for demonstration only.

Chapter 10

Interviewing and Following Up in the Age of AI

Prepare • Connect • Respond • Decide • Follow Up



1 Prepare

2 Communicate

3 Present

4 Reflect

5 Follow Up

PROFESSIONAL WRITING • ETHICAL AI • CAREER READINESS

CHAPTER 10 / WRITING GUIDE

CHAPTER 10 | Interviewing and Following Up in the Age of AI

Use distinct messages for interview follow-ups, hiring decisions and employment transitions, while keeping details accurate and professional.

Writing focus

Interview stages • Decision replies • Employment transitions

Find a model

10.01	STAR/CAR interview-answer preparation
10.02	Post-interview thank-you email
10.03	Reference notification email
10.04	Post-interview status follow-up
10.05	Online application short-answer field
10.06	Application/résumé receipt follow-up
10.07	Professional response after rejection
10.08	Job-offer acceptance email
10.09	Job-offer declination email
10.10	Offer clarification and decision-time request
10.11	Formal resignation letter

The following pages preserve the original color-coded models and their matching annotations and writing activities.

CHAPTER 10 / OPTIONAL COMPANION MODEL 10.01

STAR/CAR interview-answer preparation

CHANNEL	PURPOSE	TEXTBOOK
Spoken answer / rehearsal notes	Prepare a truthful behavioral example	§§ 10-2d; 10-3i

WRITING SITUATION

Before an interview for a Marketing Coordinator role, Maya prepares an example of meeting a difficult event deadline. STAR gives her a useful sequence, but she must speak naturally rather than memorize a script.

COMPLETE MODEL

QUESTION Tell me about a time you worked with others under a deadline.

SITUATION / TASK — During a student-club event, our team had two days to confirm volunteer assignments and send attendees the final schedule. I was responsible for communication.

ACTION — I divided the work into an updated contact list, one clear message for volunteers, and a final reminder for registered participants. I checked assignments with the organizer before sending anything.

TEAMWORK — I asked teammates to flag possible conflicts instead of assuming the original schedule was correct. That helped us resolve two overlapping assignments before the event.

RESULT — We sent the confirmed schedule before the deadline and completed the event without an unresolved volunteer shift. I learned to confirm facts before communicating under pressure.

SPEAKING REMINDER | Explain your own actions; do not invent metrics or read from a script.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The first sentence gives the specific situation and the writer's task so the interviewer can follow the story.
02 Accuracy / evidence	ACCURACY: The action section describes observable steps; numbers are limited to a fictional situation rather than inflated outcomes.
03 Courtesy / fit	COURTESY: Teamwork is credited appropriately instead of presenting the result as an individual achievement.
04 Next step / response	NEXT STEP: The result explains both the outcome and the professional lesson relevant to the role.

TRY IT YOURSELF Write a STAR outline for a genuine accomplishment: one sentence each for situation/task, two for action, and one for result. Practice it in 60–90 seconds.

CHAPTER 10 / CORE WRITING MODEL 10.02

Post-interview thank-you email

CHANNEL	PURPOSE	TEXTBOOK
Email within 24 hours	Thank the interviewer and reinforce fit	§ 10-4a

WRITING SITUATION

Maya interviewed with Nora Haddad on 4 November for North Harbor Creative's Marketing Coordinator role. She sends a short, personalized email the following morning.

COMPLETE MODEL

TO Nora Haddad, Hiring Manager | North Harbor Creative

Subject: Thank you — Marketing Coordinator interview

Dear Ms. Haddad,

Thank you for meeting with me yesterday to discuss the Marketing Coordinator position at North Harbor Creative.

I especially enjoyed hearing about the team's approach to event promotions and the need for consistent weekly content schedules.

Our discussion reinforced my interest in the role. My experience preparing content calendars and updating an Excel registration tracker would help me contribute to those activities while continuing to learn from the team.

Thank you again for your time. I would be pleased to provide any additional information as you complete the selection process.

Best regards,
Maya Khalil
maya.khalil@example.com

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The subject and opening identify the interview, role, and purpose without making the recipient search for context.
02 Accuracy / evidence	ACCURACY: A specific discussion topic demonstrates attentive listening rather than a generic thank-you note.
03 Courtesy / fit	COURTESY: The writer connects authentic experience to the role without implying that an offer is guaranteed.
04 Next step / response	NEXT STEP: A polite invitation for further information ends the email without pressuring the interviewer.

TRY IT YOURSELF Draft a 100–140-word thank-you email within a day of a hypothetical interview. Mention one concrete conversation topic and one verified relevant strength.

CHAPTER 10 / CORE WRITING MODEL 10.03

Reference notification email

CHANNEL	PURPOSE	TEXTBOOK
Private email to a consenting reference	Prepare a reference for a possible inquiry	§ 10-4b

WRITING SITUATION

Maya previously obtained permission from Dr. Laila Rahman, her academic project supervisor, to use her as a reference. After the interview, Maya sends an update without asking the referee to misrepresent her experience.

COMPLETE MODEL

TO Dr. Laila Rahman | Academic Project Supervisor

Subject: Reference update — Marketing Coordinator application

Dear Dr. Rahman,
Thank you again for agreeing to serve as a reference for my applications. I interviewed yesterday for the Marketing Coordinator position at North Harbor Creative.

The interview focused on teamwork, deadline management, and writing clearly for different audiences. We discussed the student events project that you supervised.

If the employer contacts you, your perspective on my planning and communication during that project would be especially relevant. I appreciate the time and support you have already given me.

I will let you know if I receive a confirmed reference-check request. Please tell me if your contact information or availability has changed.

With thanks,
Maya Khalil

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The writer refers to previously granted permission rather than assuming the person will act as a referee.
02 Accuracy / evidence	ACCURACY: The update identifies the role and genuine project areas the reference can discuss from firsthand knowledge.
03 Courtesy / fit	COURTESY: The message appreciates the referee's time and does not pressure them into a favorable or invented account.
04 Next step / response	NEXT STEP: It offers an appropriate update and invites correction of contact or availability details.

TRY IT YOURSELF Write a reference-update message after receiving prior consent. Include the role, the likely competencies to be discussed, and a polite closing.

CHAPTER 10 / CORE WRITING MODEL 10.04

Post-interview status follow-up

CHANNEL	PURPOSE	TEXTBOOK
Email after the promised decision window	Request an update without applying pressure	§ 10-4c

WRITING SITUATION

At Maya's 4 November interview, the hiring manager said the company hoped to finish the selection process by 12 November. After that date passes, Maya sends one brief inquiry on 16 November.

COMPLETE MODEL

TO Nora Haddad | North Harbor Creative

Subject: Follow-up — Marketing Coordinator interview

Dear Ms. Haddad,

I hope you are well. I enjoyed meeting with you on 4 November about the Marketing Coordinator position.

During our conversation, you mentioned that the team expected to complete its decision process around 12 November.

I remain interested in the opportunity and appreciate the time your team is taking to review candidates.

Would you be able to share any update on the hiring timeline? Please let me know if you need additional information from me. Thank you for your consideration.

Kind regards,
Maya Khalil

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The opening recalls the interview and exact role, clearly distinguishing this from an application receipt check.
02 Accuracy / evidence	ACCURACY: The timeline is grounded in a date previously communicated by the interviewer.
03 Courtesy / fit	COURTESY: The message expresses continued interest and respects the employer's process.
04 Next step / response	NEXT STEP: One focused question invites a response; repeated daily messages would be inappropriate.

TRY IT YOURSELF Write an 80–110-word interview-status inquiry sent after an employer's promised decision date. Avoid urgency demands or repeated follow-ups.

CHAPTER 10 / CORE WRITING MODEL 10.05

Online application short-answer field

CHANNEL	PURPOSE	TEXTBOOK
Recruitment portal / form	Answer a selection question with concise evidence	§ 10-5a

WRITING SITUATION

A fictional recruitment portal asks applicants to describe a communication example in no more than 400 characters. The answer must be readable on its own and consistent with the résumé.

COMPLETE MODEL

FIELD Describe a time you communicated clearly under a deadline.

LIMIT 400 characters (fictional form requirement)

During a campus event, I helped coordinate the final volunteer schedule two days before the event.

I checked assignments, updated the contact list, and drafted one clear reminder for each group.

I confirmed changes with the organizer to avoid sending conflicting instructions.

The revised schedule was distributed before the deadline.

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The answer opens with a concrete situation instead of general claims such as “I communicate well.”
02 Accuracy / evidence	ACCURACY: The action details show what the applicant actually did and avoid fabricated percentages.
03 Courtesy / fit	COURTESY: Verification with the organizer signals responsible coordination and respect for the team.
04 Next step / response	NEXT STEP: The result finishes the mini-essay concisely and addresses the question directly.

TRY IT YOURSELF Answer a 350-character form question about teamwork. Write a situation, a specific action, and a verifiable result; count characters before submitting.

CHAPTER 10 / CORE WRITING MODEL 10.06

Application/résumé receipt follow-up

CHANNEL	PURPOSE	TEXTBOOK
Email before the interview stage	Check materials were received when appropriate	§ 10-5b

WRITING SITUATION

A different applicant, Rami Farah, submitted a Communications Assistant application to Blue Elm Studio on 8 November and has a named hiring contact. He sends one short, optional check-in after several business days.

COMPLETE MODEL

TO Salma Darwish | Hiring Coordinator, Blue Elm Studio

Subject: Application submitted — Communications Assistant

Dear Ms. Darwish,

I submitted my application for the Communications Assistant position on 8 November and wanted to confirm that my materials reached your team.

My attached résumé describes experience drafting community announcements and maintaining simple project schedules.

I am interested in your organization's communication work and appreciate the opportunity to be considered.

Please let me know if any document is missing or if I can provide additional information. Thank you for your time.

Best regards,
Rami Farah
rami.farah@example.com

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The opening identifies the submission and role; no interview is falsely implied.
02 Accuracy / evidence	ACCURACY: The applicant summarizes the type of documents and relevant experience without promising an interview.
03 Courtesy / fit	COURTESY: The message is optional and brief, avoiding repeated check-ins where portals already provide status information.
04 Next step / response	NEXT STEP: A practical question about missing materials gives the hiring contact an easy response.

TRY IT YOURSELF Draft an 80–100-word receipt follow-up for a named application. Use it only if the employer's communication process makes such a message appropriate.

CHAPTER 10 / CORE WRITING MODEL 10.07

Professional response after rejection

CHANNEL	PURPOSE	TEXTBOOK
Reply email after a hiring decision	Acknowledge decision and preserve goodwill	§ 10-5c

WRITING SITUATION

Following a final interview with Meridian Events, applicant Lina Sayegh receives a courteous rejection. She replies once to maintain a professional relationship without disputing the result.

COMPLETE MODEL

TO Tarek Ghosn | Meridian Events

Subject: Re: Events Coordinator application

Dear Mr. Ghosn,
Thank you for letting me know about the decision regarding the Events Coordinator position.

Although I am disappointed, I appreciated discussing the team's event-planning workflow and learning more about your organization.

I am grateful for the time you and your colleagues invested in the interview process.

If your process permits, I would welcome brief feedback that could help me strengthen future applications. Thank you again, and I wish your team continued success.

Sincerely,
Lina Sayegh

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The opening accepts the communicated decision rather than challenging or relitigating it.
02 Accuracy / evidence	ACCURACY: A specific detail from the interview keeps the response personal.
03 Courtesy / fit	COURTESY: The writer acknowledges effort and disappointment without blaming the employer.
04 Next step / response	NEXT STEP: The feedback request is optional, restrained, and leaves the decision intact.

TRY IT YOURSELF Write a gracious reply to an unsuccessful interview outcome. Include one specific appreciation and, if appropriate, a non-demanding request for feedback.

CHAPTER 10 / CORE WRITING MODEL 10.08

Job-offer acceptance email

CHANNEL	PURPOSE	TEXTBOOK
Formal acceptance email	Confirm an agreed offer accurately	§ 10-5d

WRITING SITUATION

North Harbor Creative offers Maya the Marketing Coordinator role in writing on 19 November. Maya has reviewed the written terms and replies the next day with a clear acceptance.

COMPLETE MODEL

TO Nora Haddad | North Harbor Creative

Subject: Acceptance — Marketing Coordinator offer

Dear Ms. Haddad,
Thank you for the offer. I am pleased to accept the position of Marketing Coordinator with North Harbor Creative.

As stated in the written offer dated 19 November, my start date will be 1 December 2026. I understand that the agreed compensation and benefits are those set out in that written offer.

I appreciate the confidence you and the team have placed in me, and I look forward to contributing to the content and event-promotion work we discussed.

Please let me know which signed documents or onboarding steps you would like me to complete before my start date.

Kind regards,
Maya Khalil

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The response unmistakably accepts the specific position; gratitude alone would not be an acceptance.
02 Accuracy / evidence	ACCURACY: The message confirms the written offer date, start date, and where the agreed terms are documented.
03 Courtesy / fit	COURTESY: The candidate thanks the employer and expresses realistic enthusiasm about relevant work.
04 Next step / response	NEXT STEP: The closing checks whether a signed contract, forms, or other onboarding tasks are required.

TRY IT YOURSELF Write an acceptance email for a fictional written offer. Confirm the exact role, start date, and agreed terms; do not accept conditions you have not reviewed.

CHAPTER 10 / CORE WRITING MODEL 10.09

Job-offer declination email

CHANNEL	PURPOSE	TEXTBOOK
Formal declination email	Decline respectfully after consideration	§ 10-5d

WRITING SITUATION

A different candidate, Yara Mansour, is offered a Junior Content Writer position at Crescent Media but decides another opportunity better matches her plans. Her response is appreciative, prompt, and unambiguous.

COMPLETE MODEL

TO Hiring Team | Crescent Media

Subject: Thank you — Junior Content Writer offer

Dear Hiring Team,

Thank you for offering me the Junior Content Writer position at Crescent Media. After careful consideration, I have decided to decline the offer.

I appreciated learning about your editorial projects and meeting the colleagues who explained the role and its responsibilities.

This was a difficult decision, and I am grateful for the time and confidence your team extended to me.

Thank you again for your consideration. I wish Crescent Media success with its upcoming projects.

Sincerely,
Yara Mansour

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The decision to decline is stated early and clearly, so the employer can plan accordingly.
02 Accuracy / evidence	ACCURACY: The explanation is restrained; the writer is not required to disclose private details about another opportunity.
03 Courtesy / fit	COURTESY: Specific appreciation preserves goodwill and avoids criticizing the offer.
04 Next step / response	NEXT STEP: A brief professional close completes the response without asking the employer to negotiate further.

TRY IT YOURSELF Draft a 90–120-word offer declination. Convey the decision unambiguously, thank the employer, and omit unnecessary comparisons.

CHAPTER 10 / OPTIONAL COMPANION MODEL 10.10

Offer clarification and decision-time request

CHANNEL	PURPOSE	TEXTBOOK
Email before accepting or rejecting	Ask precise questions respectfully	§ 10-5d

WRITING SITUATION

Before accepting a fictional Project Assistant offer, Dana Saad wants to confirm the onboarding arrangement and asks whether she can respond by a specified date. She has not accepted the offer yet.

COMPLETE MODEL

TO Mira Karam | Bright Bridge Consulting

Subject: Project Assistant offer — two clarifications

Dear Ms. Karam,
Thank you for offering me the Project Assistant role. I am enthusiastic about the opportunity and would like to clarify two items before making a final decision.

Could you confirm whether the first week of onboarding will be on site, and whether the schedule in the offer letter is the standard weekly schedule?

I appreciate your time and want to ensure that I understand the offer accurately.

Would it be possible for me to send my decision by 24 November? Please let me know whether that date works for your hiring timeline.

Kind regards,
Dana Saad

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The email conveys interest while making clear that no acceptance has yet been given.
02 Accuracy / evidence	ACCURACY: The two questions are specific and tied to actual offer terms rather than vague concerns.
03 Courtesy / fit	COURTESY: The tone respects the recruiter's time and need to fill the vacancy.
04 Next step / response	NEXT STEP: The proposed response date is a request, not a unilateral extension of an employer's deadline.

TRY IT YOURSELF Write a short message asking for one specific clarification and a reasonable reply date. Keep interest separate from formal acceptance.

CHAPTER 10 / CORE WRITING MODEL 10.11

Formal resignation letter

CHANNEL	PURPOSE	TEXTBOOK
Block-style signed letter / PDF	Resign clearly and offer an orderly handover	§ 10-5e

WRITING SITUATION

An employee, Hadi Saleh, is leaving his Administrative Assistant position at Atlas Services. He has confirmed that 30 November 2026 is consistent with his notice obligations and communicates his departure respectfully.

COMPLETE MODEL

DATE 16 November 2026

FROM Hadi Saleh | Administrative Assistant

TO Ms. Dima Daher | Operations Manager, Atlas Services

Subject: Formal resignation — Administrative Assistant

Dear Ms. Daher,

Please accept this letter as formal notice of my resignation from the position of Administrative Assistant at Atlas Services. My final working day will be 30 November 2026.

During the notice period, I will organize active files, update the current task list, and prepare a handover note for my replacement or designated colleague.

I am grateful for the professional support and opportunities to learn that I have received during my time with the organization.

Please let me know the priority tasks you would like me to complete during the transition. I wish you and the team continued success.

Sincerely,
Hadi Saleh

ANNOTATIONS · MATCH THE COLORS ABOVE

01 Context / purpose	CONTEXT: The letter states resignation, role, organization, and final working day without ambiguity.
02 Accuracy / evidence	ACCURACY: The handover paragraph offers realistic tasks rather than promises outside the employee's authority.
03 Courtesy / fit	COURTESY: Appreciation supports a constructive professional relationship without oversharing reasons for leaving.
04 Next step / response	NEXT STEP: The closing offers a specific, manageable transition discussion; notice periods must be checked against actual obligations.

TRY IT YOURSELF Write a short block-style resignation letter with an agreed final working day, one appropriate transition offer, and a courteous closing.

CHAPTER 10 / FINAL REVIEW CHECKLIST

Before you send an employment message

These checks apply to every model in this chapter. Employment writing should make the situation clear, protect accuracy, and preserve relationships, even when the outcome is disappointing.

STAGE AND RECIPIENT	Is this an application follow-up, interview follow-up, reference update, offer response, or resignation? Have you named the correct person and role?
FACTS AND AUTHENTICITY	Are all dates, titles, accomplishments, offer terms, and contact details verifiable? Have you removed all invented information from real documents?
TONE AND TIMING	Is your message polite, concise, and timely? Are you avoiding repeated follow-up messages and unrequested sensitive information?
DECISION CLARITY	If accepting, declining, or resigning, is the decision unambiguous? Have you checked the agreed dates and any contractual obligations?
HUMAN REVIEW	Have you proofread names, attachments, portal fields, and every AI-suggested claim? Is the final wording natural and genuinely yours?

Cross-chapter connections

Chapter 9 supplies the résumé, cover message, and application package. Chapter 10 continues that story through interviews, appropriate follow-up, hiring decisions, and employment transitions. Both chapters require honest, audience-centered writing and careful human review of AI-assisted drafts.

Student reminder: These colored models are instructional examples. A real employer or reference receives the clean message only, not the annotations, highlights, fictional particulars, or practice prompts.

Index of writing samples

Select a chapter or model using the PDF bookmarks. Page references refer to this complete edition.

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