

# **Bison Scientific, Inc.**

**To:** CSCI 479 Teams  
**From:** Professor Dan Hyde  
**Date:** September 1, 2009  
**Subject:** Memo to describe organization of a memo.  
**Attachment:** Article "How to Write Better Memos"

Your Team will be communicating with your Customer by writing formal memos. The purpose of this memo is to briefly describe the organization of a formal memo. For example, the first paragraph should state the context and purpose of the memo. In the business world people are very busy and don't have much time to read your memos, therefore, it is important to get to the point quickly. If the memo is more than one page, it should include an executive summary at the top.

The body of the memo should explain the details. Your memos shall use good language, for example, correct spelling, clear expression and full sentences. Your reader, e.g., your Customer, will judge you by the quality of your communication. Sloppy communication will leave the impression that the quality of your designs and, therefore, his or her product will be sloppy. First impressions are important!

In a memo, your writing should be concise and specific to the person. A memo is not a friendly letter where you describe the weather and last Saturday's party. You should organize the memo such that the person can quickly and accurately gather the information he or she needs. For example, if your memo has a series of instructions, they should be tabulated in a list - not as a bunch of sentences hidden in a paragraph. A memo is not a mystery story where you hide important details and try to trip up the reader.

In the last paragraph, you deliver your final punch. If you want or expect the reader to act or do something, you explicitly state what actions you expect from him or her. In preparation for writing high quality and effective memos to your Customer, you are to study this memo and read the attached article on "How to Write Better Memos."