

Chapter 12

In a Nutshell

Memos. A memo is any document (regardless of length) that has memo heads (Date, To, From, Subject) at the top. The subject line should relate the contents to the reader's needs.

Informal reports. Informal reports are usually short (1 to 10 pages). Their goal is to convey the message in an understandable context, from a credible person, in clear, easy-to-read text.

Informal report structure. The informal report structure is the IMRD (Introduction, Method, Results, and Discussion).

The *Introduction* explains your goal and why this situation has developed.

The *Method* outlines what you did to find out about the situation. It establishes your credibility.

The *Results* establish what you found out, the information the reader can use.

The *Discussion* describes the implications of the information. It gives the reader a new context.

Informal report strategies. Key strategies include

- ▶ Explain your purpose—what your reader will get from the report.
- ▶ Use a top-down strategy.
- ▶ Develop a clear visual logic.
- ▶ Provide the contents in an easy-to-grasp sequence and help the reader out by defining, using analogies, and explaining the significance to the person or organization.