

Bus303 module 2

Business



Submitted by: XXXXXXXX Number: XXXXXXXX XXXXXX XX - XX - of XXXXXX

Assignment: Dump Your Own Trash

MEMO

To: Business Division Faculty Members

From: All Employees

Cc: CEO

Subject: Our Sustainability is in Our Hands

First I'd like to congratulate the team on the excellent performance over the past academic year. We have been recognised for the quality and performance. I'd like to take this opportunity to thank each one of you for your hard work and dedication to the university. Today this mail is a request for your contribution and dedication to help us manage the university and be more sustainable. You might be aware of the several budget cuts that most colleges and university are being faced with. We are being faced with a similar issue and your contribution, assistance, and support is all we need to overcome this trying period.

Our divisions and a few other departments are faced with a 25% budget reduction this year. We need to come up with different ways to work with the budget cuts. The intension of our teams is to ensure that your relationship with the students is not impacted in any manner. We understand how difficult it can be to develop a strong rapport with the students and also the efforts put in by each one of you. Hence we have come up with one simple move, which will contribute to the overall issue to a great extent. Since we do not wish to impact any of the academic aspects of the university, hence one of the closest means to manage this issue is close to your office desk.

Our aim is to work together as a team and to save money by working on our

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recycling efforts. One simple step by each one of you can help the university sustain itself and keep up its excellent performance.

All staff is requested to empty their own trash baskets into the recycle bins in the basement. This will not only assist us as a team but will also prove to be beneficial for you as well in terms of small exercise. A simple step like this will reduce the overall departmental custodial costs to a great extent while also helping the environment by efficient recycling. This approach has been adopted by the Business Division team and has proved to be very effective for the cost-saving project. A sincere request is for you to empty your trash on a weekly basis or as often as you require. Unlike other universities we do not wish to cut down on any other services, and wish to be able to effectively cut costs by recycling.

We have found this to be the best and least intrusive means of developing change in the organisation. We welcome suggestions, ideas, or questions.

Please feel free to share them with me.

Dean Michael Ravera

[Signature]

Appealing to Logic:

The approach used here is to appeal to the sense of reason in the organisation. Here since this mail is being sent out to well-educated individuals, with strong education background and knowledge of sustainability, the most effective approach is to use logical reasoning (Camp). The explanation in the memo will provide a sense of responsibility in the individuals and is generally based on direct observations (Forsyth). Here the individuals will be able to relate to the reasoning and hence making the memo persuasive.

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Works Cited

Camp, Lindsay. *Can I Change Your Mind?: The Craft and Art of Persuasive Writing*. A&C Black, 2007.

Forsyth, Patrick. *Persuasive Business Writing*. Jaico Publishing House, 2005.