**TIGER**

**Oil Company**

**Edward Mike Davis, Owner**

Suite 1300

Five Greenway Plaza East

Houston, Texas 77046

Date: January 13, 1978

To: Whom It May Concern

From: Edward Mike Davis

Subject: Proper Use of Assets and Funds of the Company

This memorandum is concerning the company’s expense accounts. Every employee was informed of the guidelines and restrictions when using the company’s account. The company’s expense account is only to be used for the benefit of the oil company. The office phones are to be used for business purposes or emergency personal purposes.

These restrictions and guidelines are to be followed by all **Tiger Oil Company** employees. Employees who have been following the restrictions and guidelines of this company are advised to continue to do so. Those who have been fabricating expense accounts and making personal call will not be tolerated at this company. This company’s reputation is known and has essential quality; therefore the company needs to be operated in a professional and organized manner.

**Restrictions and reprimand will be discussed with those who continue to use the company’s account wrongfully.**

**Authority Memo Written Response**

What specific actions you took to address goodwill in the memo?

One specific action I took to address goodwill in the memo was to turn every negative paragraph into a positive one. The memo itself was a personal rant from an angry boss. I found a way for the memo to be authoritative without being harsh. The owner Edward Davis memo was more threatening than it was effective in getting his concerns across to his employees. Another action I took was adding a subject line to the memo, to inform the employees of what the memo was about. The last action I took to address goodwill in the memo was to align the paragraphs in the memo.

What formatting and design features you changed from the original memo and why?

One design feature I’ve changed from the original memo was to omit the company’s logo at the header of the memo. I choose to use the company’s address to make the memo more formal. Another design feature that I changed was the alignment of the printed Date/To/From/Subject. I changed this feature because on the original memo it was disorganized. A formatting feature I changed from the original memo was to make the body of the memo into paragraphs. Changing that part of the memo made the owner’s thoughts and concerns more understandable and organized to his employees.