

When to use BLADE and ODAC

1. Answering a customer complaint

Which structure: ODAC

Why: Writing to a customer usually needs formal language. And since it's a complaint, it's also a sensitive situation that needs extra politeness.

2. Sending information to a new vendor.

Which structure: ODAC

Why: This structure is more suitable when writing to someone unfamiliar. It provides more context and sounds more polite.

3. Responding to a request from a vendor you know well and have been dealing with for 5 years.

Which structure: BLADE

Why: This is an external reader. However, BLADE can be used because you know the person well. It will help you communicate the purpose quickly. ODAC can sound too formal.

4. Saying 'no' to a colleague.

Which structure: ODAC

Why: Even if it's to a very familiar person, ODAC is better when saying no. The logical structure helps the reader understand the context better; it also sounds more polite.

5. Refusing a client's request.

Which structure: ODAC

Why: This is not only an external reader, but also a very difficult message to communicate. ODAC will give you the formality, politeness and context needed here.

6. Inviting participants to come to a meeting.

Which structure: BLADE / ODAC

Why: If it's an informal or regular meeting with colleagues you know well, BLADE will sound more efficient. If it's a more formal event, or includes senior members, ODAC may be more suitable.