

# Importance of Good Business Writing Skills

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Learning and honing business writing skills can have a positive impact on an individual's career advancement. Effective channels of communication make an organization run smoothly. Professional quality writing being sent through these channels improves productivity and the ability of all functional areas to work together, particularly in an increasingly global workplace where collaboration is the norm.

## **Persuasion**

Sales and marketing professionals are particularly skilled at using the written word to persuade customers to purchase the company's products and services--or at least pay attention to its advertisements. But everyone in the business world finds it necessary at times to persuade someone else to take an action based on written material they have sent. The chief financial officer of a company makes written recommendations to the chief executive officer about expenditures. Human Resources tries to make a written case for hiring a particular individual to the manager to whom the person will report.

## **Clarity**

Clarity in writing is one of the most difficult skills to master. Word choice comes more easily for some businesspeople than for others. Venture capitalists sometimes receive business plans that are so unclear it is difficult for them to tell what business the company is in. Presumably, expressing it clearly on paper proved too difficult for them.

## **Professional Courtesy**

In this age of text messaging, business communication increasingly comes in a shorthand fashion. Even email has a much less formal style in many companies than a letter. Taken to an extreme, this type of writing can seem lazy. If communication becomes too abrupt, it can send a message that the person receiving the message was not important enough for the sender to take the time to communicate in complete sentences or check spelling and grammar. Conversely, a carefully written email can be more impressive than a letter because it has the added element of rapid transmission--the other person was so important that the sender wanted to make sure the message arrived quickly.

## **Completeness**

Business communication can be ineffective if a document does not completely express its intention. An instruction manual on how to operate machinery, for example, must not have gaps in the sequence of

steps or the how-to explanations. The result of incomplete information could be failure to run the machine properly or even cause injury to the equipment operator. A financial report that has the quality of completeness would be one that answers the reader's questions before he has time to ask them.

### **Inspiring Confidence**

Supervisors and business associates who express themselves well in writing inspire a feeling of confidence in their abilities from employees or colleagues. Sharp writing conveys the impression that a sharp mind composed the words. Sloppy writing, on the other hand, can make others conclude that the creator is not intelligent. Some might even question their job-related competence.

### **Team Building**

Written communication to employees is one way a company shows that it values their contribution and appreciates their efforts. Subtle but strong bonds of teamwork can be built through simple means such as sharing company-wide accomplishments -- sales milestones, for example -- with everyone in the organization. The tone of the communication is particularly important. If it is energetic and positive, the employees will respond to it in an equally positive fashion.

RESOURCE:

<http://smallbusiness.chron.com/importance-good-business-writing-skills-2844.html>