

Effective Business Writing: Top Principles and Techniques

Adapted from: <http://www.englishgrammar.org/effective-business-writing/>

MARCH 9, 2024

"My success was not just because of hard work."

Porter Gale, author of *Your Network is Your Net Worth*, in a *Forbes* interview, revealed that much of her success can be attributed to relationships she made throughout the years. She stressed that one's "net worth" is not anchored on the size of one's portfolio or network but on the quality of affairs and on one's "ability to define and stay true to your passions and values and that working with other people who share them will allow you to build a strong and enduring interpersonal safety net that will carry you through any financial calamity to greater output and personal fulfillment."

Indeed, communication is the soul of any business.

It serves as both the content and channel for one's decisions, ideas, tasks, solutions, plans, and need to belong and solidify your sense of culture and self. In fact, a Towers Watson study attests that companies that communicate with courage, innovation, and discipline are more effective at engaging employees and producing ideal business outcomes.

One type of communication that is used almost every day in the corporate world is business writing: from emails, memos, new policies and instructions to huge client presentations, research and development, and marketing campaigns. Even profit-making and nonprofit organizations in the field of aeronautics, according to a survey by the National Aeronautics and Space Administration (NASA), are into communication the whole time. It says respondents use:

- more than one-third of their work time conveying information to others
- another one-third working with technical information sent to them by others

Fundamentally, poor business writing is costly and leads to disastrous events. A Los Angeles *Business Journal* article explained that billions of dollars are lost due to insufficient writing skills among business people. It happens, for example, when a customer does not understand the email, marketing tool, or proposal by a company because of wrong grammar or awkward style and tone. The article adds that customers encountering poorly written materials might form an undesirable impression of how a company runs its business.

What is Business Writing?

Business Writing is a type of written communication, usually with standard structure and style. According to the Capella University, it addresses the needs of specific audiences and has prose and lists for a particular topic that concerns business.

Advantages and Disadvantages of Written Communication

The Inc Magazine website details what makes written communication work...and worse:

Pros

1. written messages do not have to be delivered on the spur of the moment; they can be edited and revised several times before they are sent so that the content can be shaped to maximum effect
2. written communication provides a permanent record of the messages and can be saved for later study
3. written forms of communication also enable recipients to take more time in reviewing the message and providing appropriate feedback
4. written forms of communication are often considered more appropriate for complex business messages that include important facts and figures
5. good writing skills often lead to increased customer/client satisfaction, improved inter-organizational efficiency, and enhanced image in the community and industry

Cons

Effective Writing For Business An Analytical Approach

D Kirk



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