

BUSINESS WRITING AND COMMUNICATION SKILLS

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Group Reflection

- What works well for you?
- What challenges do you face?
- What strategies have helped you overcome your challenges?

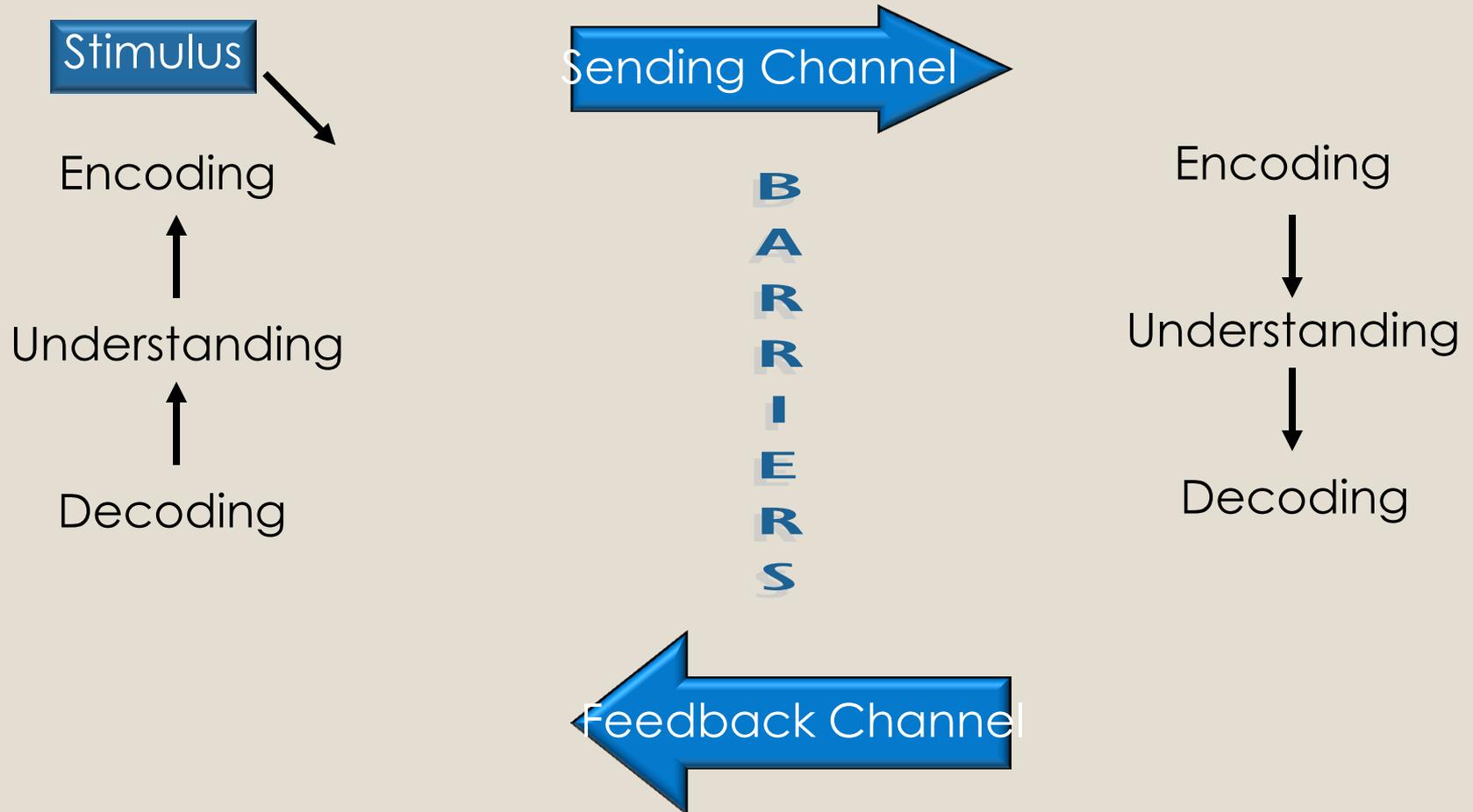
Learning Objectives

- Describe communication process in organizations.
- Define business writing.
- Identify four basic principles of business writing; summarize the 3-x-3 writing process.
- Recognize the components of each phase of the writing process.
- Apply the 3-x-3 writing process.



Guffey, M. E., Lowey, D., Rhodes, K., & Rogin, P. (2012). *Business communication: Process & product* (4th ed.). Toronto: Nelson Education.

The Communication Process



Factors That Shape Your Understanding

- Communication climate
- Context and setting
- Background, experiences
- Knowledge, mood
- Values, beliefs, culture

Pair Reflection

- Working with a partner, describe a time when you experienced a breakdown in the communication process.
- Upon reflection, where did the breakdown occur?
- What steps did you take to rectify the situation?

Functions of Business Communication

- ✓ TO INFORM
- ✓ TO PERSUADE
- ✓ TO PROMOTE GOODWILL

Communication Advantages

Oral

- Opportunity to ask questions immediately for clarification
- Enables communicators to see facial expressions and hear voice inflections
- Efficient method to develop consensus when many people involved
- Promotes friendships

Written

- Provides a permanent record
- Enables communicators to develop an organized, well-considered message
- Is convenient
- Can be composed and read when the schedules of both communicators permit
- Can be reviewed

Communication Disadvantages

Oral

- Produces no written record
- Sometimes wastes time
- May be inconvenient
- Requires work interruption

Written

- Requires careful preparation
- Can become dangerous if public – become “smoking guns” in court cases
- Is more difficult to prepare

Organizational Communication

- Functions
 - Internal
 - External
- New emphasis
 - Interactive
 - Mobile
 - Instant
- Forms
 - Oral
 - Written
- Delivery
 - Electronic
 - Hard copy

Communication & Formal Channels

Written

Memos, letters

Annual report

Company newsletter

Bulletin board postings

Orientation manual

Oral

Telephone

Face-to-face conversation

Company meetings

Team meetings

Electronic

E-mail, instant messaging

Voicemail,

videoconferencing

Intranet

Group Reflection

- What channels of communication do you use the most in your role?
- How do you determine if the channel is the most appropriate for communicating your message?

Business Writing Is...

Purposeful

It conveys information and solves problems.

Persuasive

Its goal is to make the audience accept the message.

Economical

It is concise and doesn't waste the reader's time.

Reader-oriented

It focuses on the receiver, not the sender.

Guffey's 3-x-3 Writing Process

1

Prewriting

- Analyze
- Anticipate
- Adapt

2

Writing

- Research
- Organize
- Compose

3

Revising

- Edit
- Proofread
- Evaluate

The writing process is recursive.

Analyzing and Anticipating: Audience, Purpose

Analyze
the
task

Identify
the
purpose

Select the
right
channel

and

and

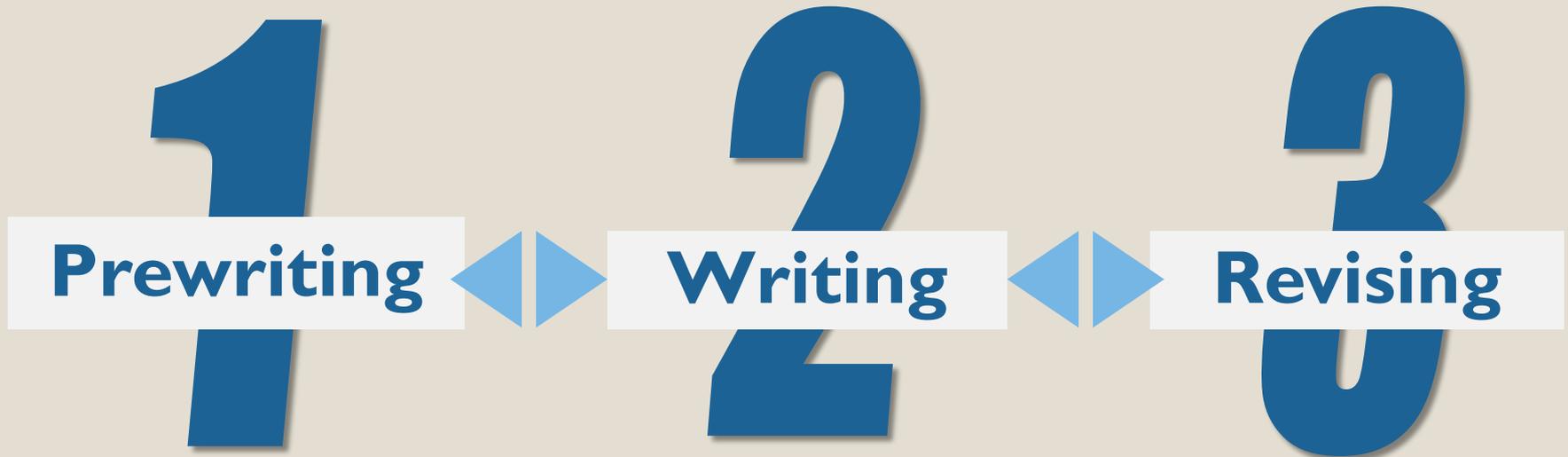
and

Anticipate
the
audience

Visualize
primary
audience

Visualize
secondary
audience

Scheduling the Writing Process



- about 25 percent of time

- about 25 percent of time

- about 45% for revising
- 5% for proofing

Don't mar effort by skimping on revising!

Selecting the Best Channel

Fax? E-Mail? Letter? Memo? Voicemail?

- How important is the message?
- How much feedback is required?
- How fast is feedback needed?
- Is a permanent record necessary?
- How much can be spent?
- How formal and confidential is the message?

Organizing and Writing Business Messages

Research
Methods

Organizing Data

Effective
Sentences

Effective
Paragraphs

Formal Research Methods

Access electronically

- The Internet
- Databases

Search manually

- Books, articles
- Other secondary sources

Investigate primary sources

- Interviews
- Surveys

Experiment scientifically

- Tests with experimental and control groups

Organizing Data: Making Outlines

- Define main topic (purpose of message) in title.
- Divide main topic into three to five major components.
- Break the components into subpoints.
- Don't put a single item under a major component; integrate with the main item above or reorganize.
- Strive to make each component exclusive (no overlaps).
- Use details, illustrations, and evidence to support subpoints.

Organizing Data:

Alphanumeric Outline

Format for Alphanumeric Outline

Title: Major Idea, Purpose

- I. First major component
 - A. First subpoint
 - 1. Detail, illustration, evidence
 - 2. Detail, illustration, evidence
 - B. Second subpoint
 - 1.
 - 2.
- II. Second major component
 - A. First subpoint
 - 1.
 - 2.
 - B. Second subpoint
 - 1.
 - 2.
- III. Third major component
 - A.
 - 1.
 - 2.
 - B.
 - 1.
 - 2.

(This method is simple and familiar.)

Avoid Three Common Sentence Faults

Sentence Fragments

- Are usually broken-off parts of complex sentences
- Can be identified by the words that introduce them – *although, as, because, except, which*

Run-on Sentences

- Sentence with two independent clauses not joined by appropriate punctuation

Comma Splice

- Results when two independent clauses are joined by comma

Effective Paragraphs: Focus

Discuss only one topic in a paragraph.

Group similar ideas together.

Paragraphs may be composed of three kinds of sentences:

Topic sentence: expresses the primary idea of paragraph.

Supporting sentence: illustrates, explains, or strengthens the primary idea.

Limiting sentence: opposes the primary idea by suggesting a negative or contrasting thought; may precede or follow main sentence.

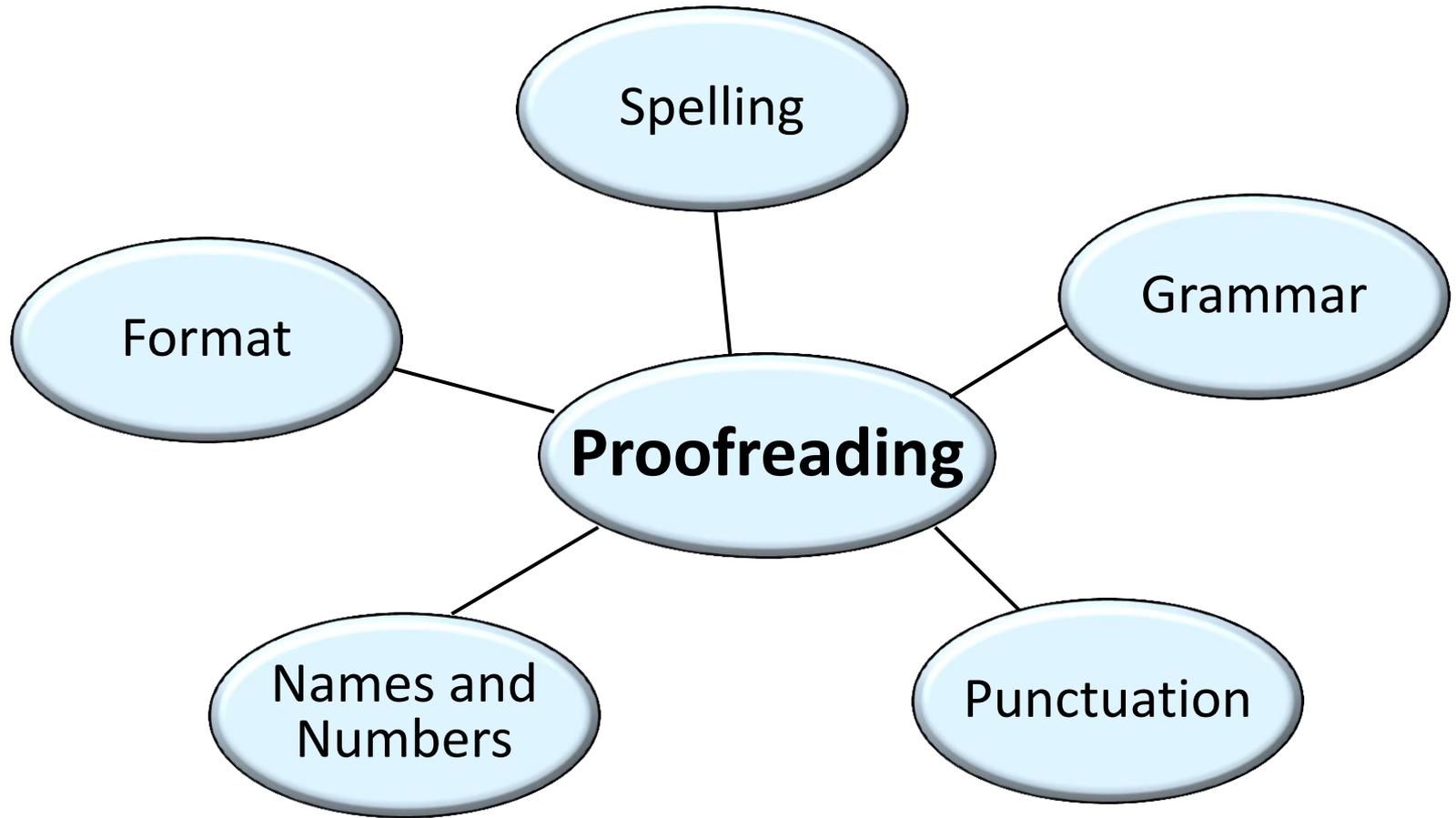
Revising Business Messages

Revising Tips

Proofreading

Evaluating

Proofreading: What to Watch For



Evaluating

Did you encourage feedback so that you will know it is a success?

How successful will this communication be?

Does the message say what you want it to say?

Applying Your Knowledge

- Draft a piece of written communication using the 3-x-3 writing process.



The writing process is recursive.

Final Thoughts...

- Remember the purpose of your writing and be selective in choosing the way in which you communicate your message.
- Follow the 3-x-3 writing process for all forms of written communication (including email).
- Communication in organizations can be complex, so remember to use strategies, tips and simple language to avoid barriers.

**TAKE
AWAY!**