

EFFECTIVE WRITING SKILLS



Ways to write dynamic
messages

EFFECTIVE WRITING

- Features of Business Writing:
 - Should be terse, clear and to the point
 - Language has to be effective
 - Rules are the same everywhere
 - Each country has own set of norms about written or spoken communication
 - North American business desires written form

Rules of Effective Writing

□ Basic Rules

1. Getting to the point
 - a. Being Concise
 - b. Paragraphing
 - c. Use of Lists
 - d. Framing Effective Questions
2. Use of Non–Discriminatory Language
3. Punctuation, Grammar and Spelling
4. Tone
 - a. Choosing the Right Tone
 - b. Conversational Tone

Getting to the Point

□ Being Concise

- Use of short sentences
- Start document with purpose
- Creation of 'single screen view' messages
- Elimination of unnecessary words
 - E.g.. "Avoid bad miscommunication in email writing."
(the word 'bad' is a modifier which is used unnecessarily)
- Use lesser number of words

Getting to the Point

□ Paragraphing:

■ Short Sentences

■ Short Paragraphs (2 to 5 sentences)

- Creates “white space”

- Quicker to read

- Engages the reader

■ Opening Paragraph

- Five “Ws” - “Who?”, “What?”, “When?”, “Where?”, & “Why?”

Use of Lists

- ❑ Benefits of using lists:
 - Writer organizes thoughts
 - Reader sees main points
 - Important points are not overlooked
- ❑ Formatting a list:
 - Use numbers or bullets
 - Items should be parallel
 - Capitalize the first word of each point
 - Be consistent with punctuation

Use of Lists

- Spacing of a list:
 - Double spacing makes reading easier
 - Double spacing takes more valuable screen space
 - Single spacing does not enhance the list
 - Single spacing takes less room

Use of non-discriminatory language

- ❑ Nondiscriminatory language is language that treats all people equally
- ❑ Use language that is free of religious, age and sexual bias
- ❑ Nondiscriminatory language can come between you and your reader

Methods to Avoid Errors

- Use 'Spell Check' function
- Always Proof Read document

Tone

- How can I make sure my messages have the appropriate tone?
- Ask the following questions:
 - Why am I writing this document?
 - Who am I writing to and what do I want them to understand?
 - What kind of tone should I use?

Tone

- ❑ ***What kind of tone should I use with a negative message?***
- ❑ When addressing faults or issues concerning an individual, maintain a professional tone that does not attack the individual but that makes your position on the issue clear.
- ❑ ***Example:***
 - Incorrect:** I do not understand why you made such discriminatory remarks.
 - Correct:** Discriminatory remarks are not tolerated in this organization.

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