

CHAPTER

1

WHY?

BE A SKILLED COMMUNICATOR

CONTENTS

- 4 WRITE FOR BUSINESS
- 7 BE A TOP HIRE
- 9 BECOME A LEADER
- 10 STAY CONNECTED

LINK & LEARN

*Required
Reading*



*Tips &
Optional*



Examples



Activity



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This is Chapter 1



This will be one of the most useful courses you'll take in college.

Writing and communicating well matters. In this course, you'll learn how to communicate your **best ideas** to your most **important audiences**.

- **WRITE FOR BUSINESS.** Clear and concise writing gets noticed and leads to action.
- **BE A TOP HIRE.** Demonstrated communication skills improve your job prospects.
- **BECOME A LEADER.** Effective communication skills help you lead.
- **STAY CONNECTED.** Appropriate communication helps you stay connected in your networks and relationships.

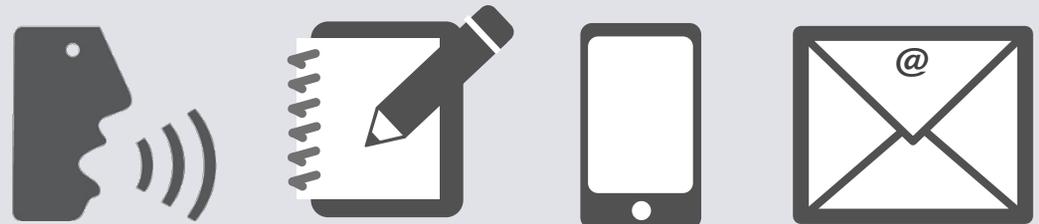
Get ready to explore ways to manage projects and people, design great-looking documents, and present your ideas clearly and confidently.

HOW DO YOU SPEND YOUR WAKING HOURS?

We spend approximately

70%

of our time communicating.



SECTION ONE

WRITE FOR BUSINESS

Communication is the heart of business. Short emails, complex reports, private chats, impassioned pitches, formal presentations, and team meetings move information and ideas around an organization, define strategy, and drive decisions.

Business communication is concise, direct, clear, and compelling.



ALUMNI ADVICE



Management Communication “was one of the toughest classes of my undergrad, but I learned lessons I use every day in business.”

James Clarke
Founder of Clearlink and Clarke Capital Partners



WRITE TO BE UNDERSTOOD

Clear and Concise Writing

All writing styles, including business writing, can be written clearly without losing meaning. *Plain language* is a term used to describe writing that is clear and concise. Many businesses and governments are revising traditionally dense, hard-to-understand text using plain-language principles. Below is an example from PlainLanguage.gov.

FEMA's Winter Preparedness Safety Tips

BEFORE

Timely preparation, including structural and non-structural mitigation measures to avoid the impacts of severe winter weather, can avert heavy personal, business and government expenditures. Experts agree that the following measures can be effective in dealing with the challenges of severe winter weather.

AFTER

Severe winter weather can be extremely dangerous. Consider these safety tips to protect your property and yourself.

William Strunk and E. B. White

"A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts."



THE BUSINESS AUDIENCE

Your audience dictates your business writing style. Keep the following points in mind when composing:

- Your audience is **busy**. Busy (and business) readers want concise, no-nonsense information.
- Your audience is **analytical**. Readers want solid evidence and transparency.
- Your audience is increasingly **international**. Even though English is the global language of business, avoid language that could create misunderstandings or confusion for non-native English speakers.
- Your audience is **decisive**. Business communication often leads to decisions. Provide well-reasoned recommendations.
- Decision makers are **critical** of time wasters. Business moves quickly, so give only pertinent information. Make that information reliable and easy to access.



SECTION TWO

BE A TOP HIRE

Employers are hungry for people with communication and leadership skills. Job market research firm Burning Glass [reports](#), “Writing, communication skills, and organizational skills are scarce everywhere. These skills are in demand across nearly every occupation—and in nearly every occupation they’re being requested far more than you’d expect based on standard job profiles.”



ALUMNI ADVICE



“The majority of business communication today happens through email and social platforms, so I’m ever grateful for the critical business writing foundation that I gained through [Management Communication].

I would recommend it to anyone.”

Eric Farr
Principal at BrainStorm
Brigham Young University, Economics, 1996



HIRE THE BEST WRITER

Employers are eager to hire good writers because clear writing demonstrates clear thinking. Read about bad business writing in this *Harvard Business Review* article:

[👁️ Bad Writing is Destroying Your Company's Productivity.](#)

A 2016 survey reveals that written and verbal communication skills are in the top five attributes employers are looking for when hiring new college graduates (see Figure 1.1).

EMPLOYERS WANT GOOD COMMUNICATORS

Top five responses employers gave when asked what attributes they look for when hiring new college graduates.



FIGURE 1.1

[National Association of Colleges and Employers](#)



“If you are trying to decide among a few people to fill a position, **hire the best writer**. . . . Clear writing is a sign of clear thinking. Great writers know how to communicate. They make things easy to understand. They can put themselves in someone else's shoes. They know what to omit. And those are qualities you want in any candidate. Writing is making a comeback all over our society...Writing is today's currency for good ideas.”

Jason Fried
Founder of Basecamp, Author of [ReWork](#)



SECTION THREE

BECOME A LEADER

You become a leader by using your communication skills to learn from people, coordinate their efforts, share knowledge, communicate high standards, and inspire.

In their book, The Extraordinary Leader, researchers Zenger and Folkman report that communicating “powerfully and prolifically” enhances leadership competencies, including even seemingly unrelated ones like technical competence or strategic development. Powerful communication is a skill—and a habit—that enhances all other skills.

In your other classes, you’ll spend long hours deepening your technical knowledge in your chosen field. However, if you leave college unable to pitch a new idea to your team, persuade an investor, or clarify data for a client, your influence will be blunted and much of your effort wasted.

Hone your communication skills and you will be able to powerfully contribute solutions to your workplace and enhance your own career.

“Power comes not from knowledge kept but from knowledge shared.”

Bill Gates in Time Magazine



SECTION FOUR

STAY CONNECTED

Human connection is valuable to health, safety, peace, and success. We spend the majority of our waking time in communication activities, driven to connect—and stay connected—with other people.

Part of good business communication involves understanding another's point of view, delivering bad news clearly but diplomatically, maintaining trust through ethical and honest messaging, and using language to encourage and motivate a team.

Your study of business communications will not only help you increase your workplace skills and employable value, but will also help you to live well, understand others, stay connected, and accomplish your goals.

You can use these skills in every area of your life...

RELATIONSHIPS *You look upset. Want to talk about it?*

NEIGHBORHOOD *Empty lot cleanup party this Saturday at 10 a.m. Bring a rake. Donuts provided!*

COLLEAGUES *Does everyone understand the new reporting policy?*

CITY *The new bond is an essential tool for improving our transit system for the following three reasons . . .*



IN CONCLUSION

By practicing concise and direct communication, you'll become more effective in business, a more sought-after hire, a more influential leader, and a more connected human being.

Let's get started.



LEARN MORE



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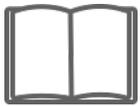
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