

EFFECTIVE WRITING SKILLS

Ways to write dynamic messages

EFFECTIVE WRITING

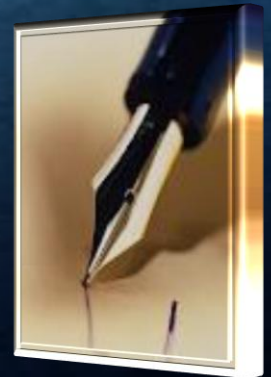


Features of Business Writing:

- 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



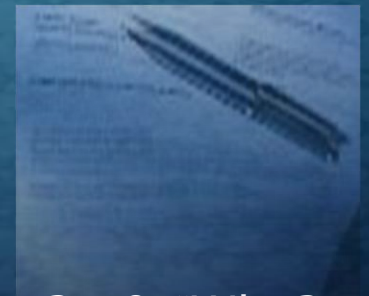
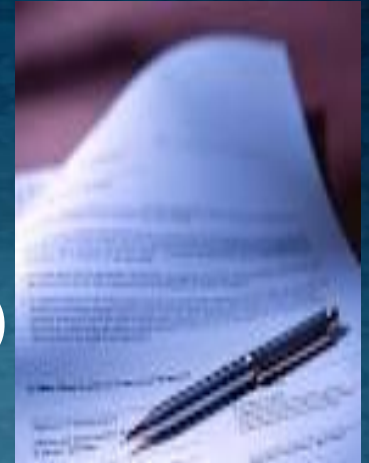
Getting to the Point

- 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

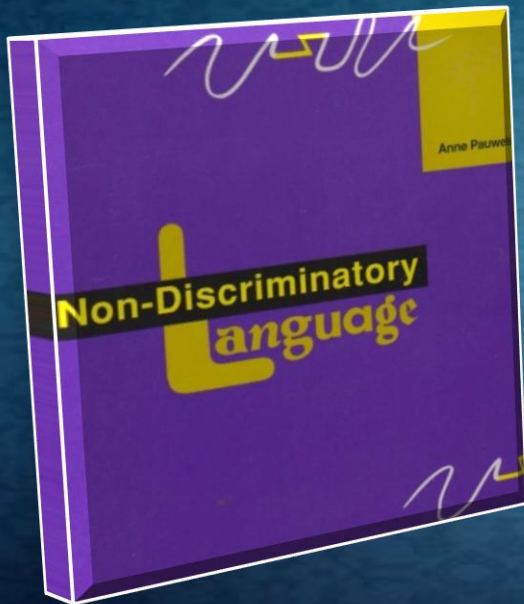
- Benefits of using lists:
 - Writer organizes thoughts
 - Reader sees main points
 - Important points are not overlooked
- Formatting a list:
 - Use numbers or bullets
 - Items should be parallel
 - Capitalize the first word of each point
 - Be consistent with punctuation



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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