

5 REASONS YOU SHOULD IMPROVE YOUR BUSINESS WRITING

You're too busy



You probably write too much. Readers need to have complete and convincing information but it also has to be **concise**. Learn how to write less.

Learn, also, how to use technology to save you time through automation.

You're wasting clients' and colleague's valuable time



When your reader has to wade through 10 pages (3,000 words) of text to get to the good stuff you have wasted 10 minutes of their time. If your report is sent to 6 people you have cost the organisation 1 hour.

Learn to get to the point ... and to stick to the point.

Your advice is not acted on

Your reader can't act on your advice if it's buried in a report they can't bear to read.



You can't get the promotion you want

As you climb the career ladder your technical finance skills are taken for granted. It's soft skills, such as communication, that make the difference.

It's not good enough to have insight about finance if you cannot communicate it.



You've never been trained in business writing

You've had training in technical,
financial knowledge and skills.

You've had training in leadership skills.

You've had training to comply with
legal obligations.

Why have you not learned how to
improve your writing skills?





**I'm Gary Bandy.
Follow me on LinkedIn for tips
for finance professionals to
improve their communication
skills.**