

6 Qualities of Effective Business Communications

Briefness

Organization

Clarity

Relevance

Courtesy

Suitability

*Click on any tab
to learn more*



6 Qualities of **Effective Business Communications**

Briefness

Organization

Clarity

Relevance

Courtesy

Suitability

Briefness

Professional writers have a rule abbreviated as KISS—"Keep it short and simple." In the business world, that means identifying yourself and the reason for the communication. Avoid using unnecessary words or getting side-tracked with personal information or other unrelated subjects.

6 Qualities of **Effective Business Communications**

Briefness

Organization

Clarity

Relevance

Courtesy

Suitability

Organization

Give information in an easy-to-follow format. Some messages might need numbered steps or an outline. For a letter or speech, you should:

- introduce your subject,
- add details in a logical order,
- and close by summarizing your main ideas.

6 Qualities of **Effective Business Communications**

Briefness

Organization

Clarity

Relevance

Courtesy

Suitability

Clarity

Your audience may not know all the facts as you do. Include the details your audience needs to understand to act on your message.

6 Qualities of **Effective Business Communications**

Briefness

Organization

Clarity

Relevance

Courtesy

Suitability

Relevance

Supply the right information to the right audience. Wading through unneeded facts can be confusing and time-consuming. Suppose you ask an employee to order pens to give away at a grand opening. That individual needs to know the color, quantity, and wording you want on the pens. She doesn't need to know how much you're spending on radio ads.

6 Qualities of **Effective Business Communications**

Briefness

Organization

Clarity

Relevance

Courtesy

Suitability

Courtesy

Communicate respect and a positive attitude. Assume that the other party is interested in helping you solve your problems or meet your goal. Even if you have to point out someone else's mistake, avoid personal attacks and criticism.

6 Qualities of **Effective Business Communications**

Briefness

Organization

Clarity

Relevance

Courtesy

Suitability

Suitability

As you'll learn in this course, different types of communication are required for different situations.