



EFFECTIVE BUSINESS WRITING

Effective business writing requires the writer to motivate the reader to support an idea or take action. To make sure your business writing is effective, you have to attract attention, stimulate interest and maintain your focus. You also must create a desire from the reader to act.

In business writing, it is vital to be concise. Concise writing must be clear, focused and uncluttered. You should convey your ideas in as few words as possible, without watering them down.

You can use the following four simple techniques to write more concisely:

1. Write short sentences.
2. Avoid unnecessary words.
3. Use precise verbs.
4. Use the active voice.

Remember, business writing is succinct and direct. It should only include the words required to convey your message effectively.

Learning on Demand (LOD) resources are available to exempt and IT professionals to develop business writing skills.

Log on to Learning on Demand to Get Started!

Last month's theme was: **Certifications**.
Next month's theme will be: **Planning Your Development**.

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