High-performance communication: Writing for results in the business workplace [1]

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High-Performance Communication:
Writing for Results in the Business Workplace

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Plan for today

I. Writing and Business Credibility
II. Writing as an Art and a Craft
III. Target Audiences
IV. Developing Purpose and Structure
V. Content Issues
VI. Clarity and Comprehension
VII. Hands-on Practice & Homework
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I. Writing and Business Credibility

- How credibility is defined
- Where credibility is found
- How we develop credibility
Credibility is…

- Established initially (before we say or do anything)

- Derived through exposure (resulting from actions we take)

- Developed over time (as a result of contacts with customers and other variables in the environment)
Enhancing credibility for you and your company

- Display your competence
- Illustrate common concerns
- Show how you solve problems
- Demonstrate conviction and professionalism
II. Writing as an Art and a Craft

Balancing form with function

- Why writing is an art
- Why writing is a craft
It’s all about balance!

- What happens when we get out of balance?

The successful writer learns to balance the artistic with the creative to create writing that is unique, enlightening, but ‘hooks’ and engages the reader for a specific outcome.

Handouts: DOCS & PUBS; WRITING TIPS
III. Target Audiences

Who we’re writing for, and what they expect

- The particular challenges of internal audiences
  - Energy level
  - Formality
  - Tone
The particular challenges of external audiences

- “WIIFM?” readers ask
- Writing is about establishing relationships
- Readers must be motivated to take action
Your writing should always do these things:

1. Get attention quickly
2. Highlight key concerns
3. Offer a solution
4. Persuade for acceptance of the solution
5. Demonstrate factual support (as needed)
6. Illustrate immediate impact
7. Issue a call to action