



Claudia Coplon
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It takes effective oral and written communications to create and maintain business relationships in today's competitive environment.

Executive Speak/Write helps individuals strengthen their oral and written communications with skills improvement training that is interactive, enjoyable and extremely effective at any level.

We know that being able to capture audience attention and convey messages takes practice, continual refinement and assistance from trainers who understand business and can help participants be the best "you."

What differentiates our service is that our customized programs focus on each individual's existing style, personality and industry. We then refine that style into a comfortable, professional edge.

Using a behavioral approach, we help individuals and groups:

Are You Communicating . . . or Are You Just Writing?

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Do you just write business communiqués or do you structure your writing so that it truly communicates? Do you just dash off an email or do you actually strengthen an existing relationship?

If you are like most business professionals, you write to fit your busy schedule and advance your own agenda. The real message often gets lost and you miss the opportunity to build the relationship.

As a result, you are forced to expend more energy on follow-up correspondence, phone calls, face-to-face meetings, and so forth – time that could otherwise be used to grow your organization, advance your career and stimulate others. In a global enterprise, where the written word may be your only form of interaction, weak writing makes it harder to get others' attention, more difficult to get things done.

To begin to move from short-sighted writing to long-term relating, evaluate some of your recent correspondence. How often do you open with the word "I" (which is synonymous with "we" or the company name)? Doing so makes that communication all about you and your needs: buy my product, use my service, trust me. And yet, with a simple reprioritizing of the message, you can capture and keep your audience's attention.

For instance, rather than: "Our organization can offer you top-notch training on feedback and coaching," consider wording like:

- "Would you benefit if your managers provided more effective coaching and feedback?"
- "Why not start the new year off with a truly effective program that will help your managers develop their

- Capture and keep audience attention
- Deliver the message(s) more effectively and
- Benefit the company and themselves

Executive Speak/Write principals include:

Steve Clements who effectively translates 40 years as an award-winning producer, writer, director and executive consultant in broadcast, video, industry and academia into a unique oral communications training approach that takes the anxiety out of verbal interactions.

Claudia Coplon who encapsulates 30 years of experience in writing and public relations for a wide variety of industries into training programs for industry and academia that blend writing processes and direction to take the fear out of the blank page.

To discuss skills improvement or receive a monthly clue on communicating more effectively, contact Claudia at: claudiac@execspeakwrite.com.

The purpose of the *Learning Alert* is to share best practices that help learners improve their personal and business results.

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people?”

Making the communications about your reader better positions you to inform, persuade or motivate the action you desire, while setting the stage for long-term relationships.

Next, grab a pen and start editing. Typically you can cut 30 to 50 percent of the copy in that business letter; 50 percent of that email.

Why make it shorter? Your audience is being inundated with information at an increasingly furious pace – a stack of letters, an inbox of emails, two people waiting on hold, streaming Internet video, satellite radio – the list is endless. The tighter your writing, the easier it is for the reader to grasp your message in the time available – and take action. And, he is more apt to read your next communication, knowing you will write right to the point.

Finally, pay attention to how you end your message. Reinforce what is most important – what you can do to meet the reader’s need, and thereby yours, as you close. And always end with a call to action. This is your opportunity to propel your audience toward your goal.

Ideas Into Action

1. **Focus on your audience.** Curtail the use of I/we/ company name (especially in your opening line) in all communications over the next three weeks and watch how much more receptive your audience becomes.
2. **Write more concisely.** Limit your sentences to no more than 15 to 20 words, and vary the lengths. This will force you to get to your point quickly, and reduce run-on and confusing sentences.
3. **Close with the most important thought.** Always end with a call to action, a recommendation or good will. Otherwise, you’ve wasted your opportunity and your reader’s time.

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