

Chapter 9

Business Writing in Action

If you call failures experiments, you can put them in your résumé and claim them as achievements.

- Mason Cooley

Volunteer—not so you can build your résumé, but so you can build yourself.

- Author Unknown

Getting Started

INTRODUCTORY EXERCISES

1. Review the different kinds of common business communication writing covered by the main headings in this chapter. Make a note of which kinds of documents you have produced in the past and which you have not. For example, have you written many memos but not a business report? Share and compare with classmates.
2. Conduct an online search for job descriptions associated with your chosen career and think about what tasks are accomplished in a typical day or week. If possible, also talk to someone who is employed in that career. Note the kinds of writing skills that are involved in carrying out job duties or tasks. Share your results with the class.

Business communication in written form requires skill and expertise. From text messages to reports, how you represent yourself with the written word counts. Writing in an online environment requires tact and skill, and an awareness that what you write may be there forever. From memos to letters, from business proposals to press releases, your written business communication represents you and your company: your goal is to make it clear, concise, and professional.