

Communication and Business

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In review of the *Writing Assessment Essay*, the assignment challenges the graduate student to think about why writing and communication skills are desired by businesses, especially in new hires. In the professional world, how a person speaks and how they write can either make or break them. The reason why employers look for good communicators is because they know that successful businesses rely on effective communication. Whether the communication is written or verbal, for a business to prosper, the internal and external communications must be efficient and effective. Thus, the best way for a business to become successful (and remain successful) is to start at the beginning, during the hiring stage, and seek to employ professionals that have strong communication skills.

The University of Kent states that effective communication is about learning how to deliver your ideas concisely, with clarity, and with confidence—these are examples of having strong communication skills, and this is exactly what businesses look for in new hires (University of Kent, para. 1). There is of course the underlining notion that the more effective a communicator you are that the easier it will be for you to find a job. It also stands to reason that the less effective you are in relaying your thoughts and ideas, especially during the interview process, the more difficult it will be for you to find a job.

Employers look for strong written and verbal skills because they realize the success of the business depends upon it. But why is that true? If we utilize a simple, professional scenario on what effective communication looks like inside a business, you can better understand why communication skills matter. For example, Employee X, a good communicator, is responsible for maintaining all servers for ABC Company. Once a month, Employee X does maintenance on the servers. A week before the downtime, Employee X sends out a company-wide email stating the scheduled downtimes. Employee X also verifies with management via email and telephone

calls that no other scheduled downtimes are happening at the same time. Additionally, one day before the server maintenance, Employee X is in a staff meeting and mentions the scheduled outage once again. Because Employee X was a good communicator, the employees and management have been notified of the scheduled maintenance, and the company suffered no loss of work during the server maintenance.

In the server maintenance scenario, Employee X did an outstanding job of communicating to the enterprise, but as a matter of perspective, we could imagine a completely different outcome if Employee X had been a poor communicator. If Employee X had not effectively communicated to the enterprise, computer systems would have been disconnected from the server, employees would have lost their work, and the company would have suffered net losses. This modest example demonstrates the need and demand for strong written and verbal skills in the business world. Thus, this is why writing and communication skills are important, and this is why businesses look for them in new hires.

In summary, strong written and verbal skills are in high demand in the business world. Companies depend upon professionals that possess these skills to make and keep businesses successful. Writing and communication are important because knowing how to relay your ideas and thoughts allow business processes to flow more smoothly. Of course, being a strong communicator also adds a certain professional merit to your personality, can make obtaining a job much easier, and can also lead to completing many successful tasks and projects inside the business. The final thought is this, how many potential complications do you think have been avoided because employees possessed good communication skills?

References

University of Kent. (n.d.). Communication Skills: Speaking and Listening. Retrieved from
<http://www.kent.ac.uk/careers/sk/communicating.htm>

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