
FOR HIRING

MANAGERS

The ROI on Better Business Writing

Cut expenses! Better writing saves time, and "Time is money," no?

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TIP SHEET

“Excellent written and verbal communication skills required.” Every job description in the last 20 years requires this, yet “excellent” communication skills are rarely found.

In practical terms, why does this really matter? Because poor business writing wastes time.

Imagine a project team (12 people) reads a Product Evaluation Report, a 5-page deliverable from a project in progress. It’s not well organized. It’s dull, too. Some sentences drone on and on. Others end abruptly without making a point. They read it twice, because after the first reading, they weren’t sure they got the gist.

And let’s say the team’s average salary is \$50,000/year (\$.43 a minute):

Reading time:
40 mins. x \$.43 x 12 people = \$206.40

Now let’s say the report was well written, and it took only 15 minutes to read it.

Reading time:
15 mins. x \$.43 x 12 people = \$ 77.40
Savings: \$129

Doesn’t sound like much? How about if 20 people waste 15 minutes a day re-reading and misunderstanding poorly written work?

Wasted Reading Time:
15 mins. x \$.43 x 20 people x 252 days/year= \$32,508.

Multiply that by number of terrible emails, poorly written policy and procedure documentation, project deliverables, financial reports, and organizational announcements, and the wasted expense multiplies astronomically.

Cut expenses: Hire people who can write.

Look to the Liberal Arts for this professional skill.