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**FOR FACULTY**

**AND ADVISORS**

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**The ROI**  
**(return on investment)**  
**of Better Writing**  
**The ability to**  
**communicate saves**  
**businesses time**

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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. Effective, efficient, clear writing saves time, and you know what business people say: “Time is money.”

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

When students can explain to business the ways in which hiring them gives business an advantage, they (1) demonstrate they understand business priorities and (2) show the “hard dollar” value potential they have to offer.