
Business Communications in the 21st Century

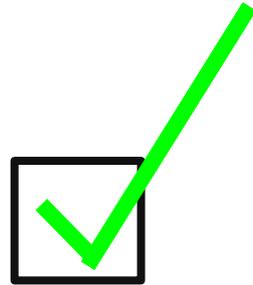
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Homuth —

Why is learning to write in business important?

- Conveys:
 - Ideas
 - Information
 - Instructions
- Where to Use:
 - Emails
 - Reports
 - Proposals

Communicate Effectively!

Make a Change, State Your Opinion!



Cal Maritime Example- Marketing vs. Accounting



- Persuasion and influence
- Can have creative aspects

“We’re excited to introduce you to our newest innovation.”



- Analytical
- Fact-Based

“I’m pleased to present our comprehensive...”

Sentence Comparison from English 100 vs. Business

English Class

- Creativity and expression
- Varied audience



"Through vivid imagery and introspective narration, the poem captures the essence of human longing and existential questioning."

Sentence Comparison from English 100 vs. Business

Business

- Compacted paragraphs with multiple subheadings
- Short and precise sentences (aim, execute, move technique)



"The quarterly sales report outlines key metrics and trends, providing stakeholders with actionable insights for strategic decision-making."

From Blackrock's SEC 10-K

“AUM increased \$1.4 trillion to \$10.0 trillion at December 31, 2023 from \$8.6 trillion at December 31, 2022, **driven primarily by net market appreciation, net inflows, led by flows into bond and equity ETFs, cash management, significant outsourcing mandates and growth in private markets.**”

(BlackRock, 2023)

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Word Choice

English Class

- Descriptive language to evoke emotion
- Vivid imagery
- Metaphors, similes, personification

Business

- Clear and precise terms to knowledgeable audience
- professional /formal tone - avoid using flowery language



Common Mistakes to Avoid in Business

- Avoid jargon, complex sentences, and unnecessary formality.
- Avoid being vague, be clear and concise.
- Avoid not making an impression, state your outlook clearly



Questions?