

WRITE TO BE UNDERSTANDED

Erika Leonardi



Traditional channels and digital channels invest us with written content every day. The risk of being submerged is lurking: how many are clear and useful? And how many times does what we write hit the mark? Compared to writing, what we have learned at school is only partially useful: the language changes and some obligatory thoughtful rules may turn out to be obsolete.

However, all management systems that govern a company must rely on the ability to circulate information, inside and outside. Even the most recent quality standards place the emphasis on communication: when there is no clarity, confusion reigns supreme, waste and reworking arise, the risks of failure increase, stress is created. If quality represents the tool to emerge victorious from the scenario of change that companies are facing, it must be understood in a broad sense: not only of product and management system, but also of way of working and relating to all stakeholders.

In this sense, a quality written communication offers a winning approach on all fronts: its impact is coherent and a few principles and the mastery of simple methods and tools are enough to be effective. If writing and making yourself understood can be an innate gift, with a little attention we can all hone our skills. The book responds to this need with a rich series of suggestions of immediate applicability. Two entire chapters are then dedicated respectively to email, a light, lightning-fast and functional channel, but precisely therefore even more subject to becoming a source of misunderstandings and problems; and internal operational communication, an increasingly delicate and complex context due to the pervasiveness of technologies.

Index

1. Make yourself understood

Inform and communicate: they are not equal
The interaction
The power of communication
Communication in relationships
The peculiarity of written communication

2. The what and how of the text

The components of the text
The content
The linguistic form: the words
The linguistic form: the period
The graphics

3. From thought to text

In the shoes of those who will have to read
Drafting process and reading process
The method
When the form leads to the content

4 Not victims but masters of emails

The electronic workmate
Anatomy of the email
The method
The style of behavior

5. Internal operational communication

Team work
Business processes
The procedure
Draw the information passage
An example: the commercial process

Conclusions

Bibliography