

Modest Coverage of the Bare Communication Essentials – Professional Language

Why Use Professional Language?

- 1) To enhance understanding and acceptance of the message
- 2) To improve the tone of the message
- 3) To make a positive impression



We can help boost your professional image!

Contact Us!

moxieworksllc.com

In business communication, specific and accurate professional language is always preferable to confusing, unprofessional corporate speak, slang, business jargon, or idioms. Readers appreciate plain language.

Why?

Unprofessional language

- Annoys readers
- Confuses many readers, particularly nonnative English speakers
- Indicates careless thinking
- Shows disregard toward readers
- Reflects poorly on the writer

How?

In professional communication, always be respectful and courteous toward readers and avoid

- Emoticons and abbreviations, such as FYI.
- Trendy slang or jargon, such as "my bad."
- Playful or cutesy language, such as "haha."
- Text speak, such as *never abbreviate words the way you might in a personal text message.*
- Convention errors—grammar, spelling, or punctuation errors.

Example

Unprofessional language:

Hey guys, my bad. FYI . . . I screwed up and didn't send you Mark's stuff! If we think outside the box and incentivize our reps, at the end of the day we can be real change agents. So trust me. Let's give 110% and get the ball rolling.

Improved version:

Hi, team. I forgot to forward you Mark's report on improving customer satisfaction. If we analyze our current practices and encourage our sales reps to implement Mark's new strategies, we can become innovators in designing an effective customer service approach. I encourage all of us to commit to the new plan that will improve customer satisfaction with our products and services.