



Writing for Better Professional Relationships

Business writing isn't always just about business. To be successful in business you need to have good personal relationships. And one way to promote positive relationships is by sending a personally-written note to express your thanks or recognize an event.

If you'd like to strengthen your working relationships, here are a few tips on how your writing can help.

Make it personal. Even if you're sending a beautiful card, include a short personal note about the event. "Enjoy your birthday dinner at Manny's this evening! Best wishes for health and happiness during the coming year" or "Congratulations on finishing your MBA! Now that you're done spending time in the St. Thomas library, take time to bask in your accomplishment." A personalized note is much more meaningful to the recipient than a generic message or a plain signature inside a card.

Express your appreciation for hard work and dedication. When writing a thank you, be specific about your thanks. "Thanks for taking the time on your day off to respond to our customer. I know it took you away from your vacation and family and I appreciate your commitment to our company." A specific note shows how much you appreciate someone's work or commitment.

Congratulate your colleagues. When a colleague or business associate has done something well, be sure to let them know. Whether it's giving a good presentation, coming up with a creative solution to a problem or finding a new client, we all like to be acknowledged for a success.

Offer your support. During times of hardship such as an illness, death or loss of job, offer your support in a personal way. "I'm so sorry to hear about John's recent cancer diagnosis. Let me know if I can help with any of your projects so you can be with him during his treatments." If you know someone who has been laid off, reassure them of their skills and reaffirm your relationship.

Send the appropriate card. While you can recognize any event in an email, a hand-written card is more meaningful. Keep a small supply of all-purpose birthday, congratulatory and condolence greeting cards at your desk so you have one when you need it. Plain, professional notecards also work well for sending kudos, birthday wishes or thank you messages.

By using your writing skills in a personal way, you'll build rapport with your colleagues which will promote your success at work.

Karen DeYoung is principal of DeYoung Consulting Services, which provides quality learning experiences for individuals and groups. We develop training materials and activities that advance individual, team, and organizational learning. Our work is done with integrity, reliability, and accountability.

DeYoung Consulting Services
Helping People Learn up to Their Potential
4834 Park Avenue
Minneapolis, MN 55417
(612) 822-8872
(612) 220-3440 mobile
deyoung4@aol.com
www.deyoungconsultingservices.com