

Effective Communication

- Put the audience first (reader-centered writing)
- Use words audience will understand
- Organize effectively for purpose
- Revise and edit for conventional usage
- Reduce writing time

Overall Strategies

- Put the main idea up front if it is positive
- Don't give the reader *too much* information
- Concentrate on one or two subjects
- Use emphasis and subordination
- Define your terms
- Use examples to explain

Audience Analysis

- Who are you writing to? Relationship (boss, peer, employee, etc.)? More than one person? Decision-maker?
- What does this person need to know? Does he/she understand accounting terms?
- What action do you want the audience to take? How can you encourage it?