

To: sallygrosset@hotmail.com  
From: alexgrosset@hotmail.com  
Subject: Re: Frustrations with Business Communication Class

Dearest Sally,

It is lovely to hear from you, and I am so happy you are enjoying your first year at UBC. I am glad you are enjoying your courses, and I would like to share my thoughts on why the business communication course is a significant part of your program.

Although you may not see it now, that business communication course you are taking really will be important to you when you are working as an accountant. In almost every job setting, employees are expected to be able to write clearly and competently. As you know, the sole purpose of accounting is to help people make well-informed decisions. Therefore, if you cannot clearly communicate, how can you help your clients better understand the company's economic activities? What's more, if you cannot write and speak clearly, employers will begin to doubt if you can read, think, and understand information clearly. If your writing is too complex and incomplete, an employer might think that your thinking process is the same.

The ability to communicate well also gives you a strong advantage in the workforce. You will realize this early on in your job interviews. On several occasions, I have been asked to describe situations where I have applied effective communication skills, perhaps even to avoid conflict. Therefore, you can see that communication is not only written, but verbal as well. Communication is seen as a skill, and it is not just about being able to write effective letters, memos, and reports. It is about being able to communicate efficiently to employees and customers. Employers value strong communication skills in their employees because they know employees are the "face" of their business. So they want to be represented well. Employers have learned that poor writing can really hurt the company. It confuses readers and requires time to figure out the meaning of the message. And we all know that time is money to the business. Poorly written messages are also harmful to business relationships, both internally and externally. If you send a message to your boss or an employee and it is written ineffectively, he or she will be quite confused and irritated. This frustration could lead to conflict. Furthermore, if you send a message to a customer and it is very poorly written, he or she could take their business elsewhere. Therefore, good communication really nurtures positive relationships both inside and outside the company.

I hope I got my message across clearly and you now understand the importance of business communication in your accounting profession. I want you to remember that communication is a skill that is highly valued amongst employers, so this course is very relevant. Please keep these ideas in mind when you start to feel frustrated. Keep positive, and don't give up!

Alex