

How Much Is Poor Communication Costing Your Company?

Have you ever assessed the volume of written communication produced within your company? Have you considered the cost attached to that communication and judged whether the communication is as effective as it could be?

The Government of Alberta did just that and, as a result, developed a written communication training program for its employees. The result: a saving of over \$10 million a year!

In today's business environment, astute leaders are looking for ways to cut costs while maintaining high standards of service. There is no doubt that neglecting the quality of communication skills costs organizations both time and money.

Let's look at one of the biggest time and money wasters – email. According to the latest Radicati Group Inc. report, a typical corporate employee sends and receives 110 messages a day. If even 5% of those messages need clarification, and that takes 10 minutes each time, that costs you over \$7,000 a year out of a \$60,000 salary.

In spite of its importance, email is frequently dashed off with little thought to clarity or the needs of the reader. Poor emails cost big money, and you can take steps to reduce this expense.

The costs of poor written communication go far beyond email. Do your proposals win business? Do your customers get the right impression when they receive letters from you? Does it take you forever to finish preparing a report? Do your policy and procedure manuals frustrate readers rather than inform them?

Eclectic Communications will show you and your colleagues how to improve all communication in your company. We have worked with thousands of individuals and organizations to create customized programs that develop their communication skills. Effective and practical communication training is an important investment that will have a positive impact on your company's bottom line.

Marie Antaya

Eclectic Communications

Winnipeg, MB

Phone: (204) 221-0584

Email: administration@eclectic.ca

Website: www.eclectic.ca

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TRUE ECLECTIC AT HEART

Marie Antaya really does have an eclectic background. With a degree in music and business administration and training as a workshop facilitator, she has also had many years of experience working in private, public and non-profit sector organizations. Marie now combines her education and work experience to lead the team at Eclectic Communications: "I took ownership of Eclectic Communications in September 2008. I was honoured to have the opportunity to take over a company with a great reputation for quality and meaningful training." Here Marie poses some important questions for business owners.

