



WRITTEN COMMUNICATION

Series: Effective Communication is the most important issue for lot owners **Part 4 of 12: Written Communication**

Writing is the foundation of all communications. Every communication requires, at some level, that something be written. Even when we talk, we first compose the structure and choose the words – we “write” in our minds before we speak.

Tips to Make Your Writing Easier and More Concise:

- 1. Know your audience** – Are you writing to a member of the owners corporation? Knowing your audience is crucial to conveying your message – whatever it may be. Depending on content, some audiences need more background information than others.
- 2. Use active voice** – Try writing, “Panorama Tower wins architectural award,” instead of “Architectural award is won by Panorama Tower.” This ensures that your message will be clear and won’t get bogged down in extraneous words.
- 3. Always check your spelling and grammar** – Nothing is more embarrassing than sending a letter, proposal or email with incorrect spelling or grammar.
- 4. Practice** – Like any skill, writing gets better with practice and as you become more comfortable with the task. Your basic objectives should be clear, accurate and brief.
- 5. Be positive, polite and professional** – Always write with a positive tone. State what is, rather than what is not. This helps your writing to be honest and open. Also, avoid labels and biased loaded words.



Practical Example:

SMOKING

Before	After
<p>'The Tower' is a non smoking building. This means that smoking is not permitted in any part of the common property of the building at any time.</p> <p>"Smoke" in the building may result in the fire alarm and or sprinklers being activated and the attendance of the Metropolitan Fire Brigade.</p> <p>A false alarm call made in such instances incurs a fee of approximately \$4,000 that will be invoiced directly to the resident identified as being responsible.</p> <p>It is therefore in your interest to ensure you and your guests adhere strictly to this rule.</p>	<p>Smoking - for your health and enjoyment, the common property of Dock 5 is a non smoking area.</p> <p>Smoking within your apartment or on your balcony may interfere with the enjoyment of other lots and common property. Please ensure this does not happen and that butts are disposed of in your rubbish bin.</p> <p>If smoking activates an alarm, the Metropolitan Fire Brigade will be called automatically. They charge the owners corporation a callout fee of up to \$4,000.00. In fairness to all owners, any fee incurred will be passed onto those responsible.</p> <p>Please ensure that your guests respect our smoking policy as you are responsible for their conduct.</p> <p>Thank you.</p>

Next week: Different vehicles of communication – Strata Community Newsletters