

# KB CommEntary

KB COMM • SCIENTIFIC AND TECHNICAL COMMUNICATION

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## Greetings!

Welcome!

Welcome to the inaugural issue of *KB CommEntary*, the KB Comm e-newsletter! In keeping with our core purpose of providing mission-critical communication and learning services to clients in a variety of industries, we plan to publish regularly to keep you informed about KB Comm activities and initiatives and to provide helpful tips on a variety of communication- and learning-related topics.

To make the newsletter useful and relevant, we encourage you to suggest topics of interest to you. Is there something you just can't figure out how to do in Microsoft Word? Have you been wondering how to get started with an employee training project? Are your company's written policies and procedures difficult to understand? Please email your idea to [kathy@kbcommllc.com](mailto:kathy@kbcommllc.com) and we will consider featuring it in an upcoming edition of the newsletter.

This issue of the newsletter features suggestions for reviewing e-mail messages, memos, and other communications prior to turning them loose on the world.

## What's Up at KB Comm?

We would like to thank our clients for keeping us busy with an interesting variety of projects in the first quarter of 2009, despite the economic slowdown. These projects included:

- Developing a series of instructor-led training courses for a chemical manufacturing company
- Writing a white paper intended for publication in trade journals on behalf of a high-tech manufacturing company
- Writing and formatting chemical residue studies intended for regulatory submission on behalf of a federally funded cooperative program
- Managing translation of a user manual into seven languages for a medical device manufacturing company
- Formatting modules of an electronic submission to FDA for a pharmaceutical manufacturing company

We would love to maintain our momentum going into spring and summer, so we welcome inquiries about kicking off those communication or training projects you've had on hold.

## Tips and Tales

**Before You Click the Send Button...**

Hold your horses! A few minutes of review can prevent a great deal of potential confusion and embarrassment. Rather than beat you about the head and shoulders with the usual edicts regarding grammar, spelling, and punctuation, here are some practical tips for how to review those e-mails and memos before you send them:

**Read your message aloud.** We tend to communicate more effectively when we speak than when we write. This is because we often write in a stilted, unnatural, and wordy way. Reading written text aloud allows you to hear how your words sound in a conversational context. As you read aloud, ask yourself if you would say it this way if you were actually speaking to the people to whom you are sending the message.

We at KB Comm encourage you to write like you talk!

**Print a hard copy of your message and read it.** It's often easier to pick out typographical, spelling, and punctuation errors in a hard copy than on a computer screen. Also, excessively long blocks of text are more apparent on paper than on screen.

**Read your message again later.** If you have time, give your message and your brain a rest, even if only for a few minutes. When you read your message later, it will be like seeing it with a fresh pair of eyes, and you will probably want to make some changes.

And please remember, *when it has to be right*, KB Comm is here to help.

Sincerely,

*Kathy*

Kathy Breuninger

**KB COMM**

[kbcommllc.com](http://kbcommllc.com)

