



## Graphophobia\* for Grown-ups

Have empathy for those people who never liked writing. They are at a disadvantage on the job.

People join organizations to perform certain tasks but soon discover that to communicate with their peers, they have to master the politics of email. To gain visibility or get credit for their work, they must prepare reports that their managers can understand. To appear credible and professional, they need to produce documents free from all grammar, punctuation, and spelling errors.

Here's an analogous scenario. Let's say you were hired to work your in field. Within the first few days on the job, your supervisor informs you that you should expect to spend at least 50% of each day doing algebra. While you had studied algebra in high school, you weren't very good at it. Now you can barely remember it.

Then you find out that you are going to be evaluated by your algebra skills—that your rating, ranking, salary, and chances of promotion will directly hinge on your algebra—skills that you didn't even pretend to possess!

That's what's happening to people today. It is hardly fair that the success of their careers can depend on skills they haven't developed.

Business writing training can level the playing field and give reluctant writers the confidence boost they need. Better writing + faster turnaround = more time for tasks (- frustration).

*\*Graphophobia is the fear of writing.*

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