



Better communication, greater confidence

Silong Wang is always interested in knowing how he can do an even better job. In fact, the senior programmer analyst with the government of Nova Scotia actively seeks out opportunities for feedback. He recently had a business writing analysis completed through Saint Mary's to offer first-hand insight into his written communication.

"I was looking to build my confidence by better understanding how my communication could be improved. I wanted someone outside my field to assess my writing," says Silong.

The analysis – a comprehensive review and summary of individual writing samples – provided valuable tips and suggestions for making his writing clearer and more succinct. "I wanted to be sure my writing was easy to understand," explains Silong. "I work in a technical area, and you can overwhelm people with too much detail."

Silong immediately put to work the feedback he received. "I learned how to clarify and simplify my communication. I'm no longer repeating information unnecessarily," he says.

In addition to the business writing analysis, Silong has completed the Certificate in Business Communications. "Now," he says, "when I review my communication, I see things I missed. My writing is more polished."

For Silong, whose first language is not English, the business writing analysis and certificate program gave him the assurance that his communication was conveying the intended message with an appropriate tone. "It's about nuance," he notes. "When you learn English as a second language, you learn the rules of grammar, but the subtleties of the language are harder to grasp. You start to second guess yourself."

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The Certificate in Business Communications and the individual writing analysis have removed that guesswork. Silong recommends the confidence boost that comes from knowing you are putting best practices in place. "You need to think about your communication," he says. "You can't just throw something together. You need to examine your communication with fresh eyes."