



When Communication Fails

*A Commentary by
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How many times have you tried to talk to someone, only to encounter a misunderstanding that derails the communication? When this misunderstanding is left to worsen, the results can be catastrophic. If this can happen to two people communicating verbally, can you imagine the results of a larger group of people who are reading a piece of literature with inaccurate information?

Because the written word has the ability to reach a greater number of people over a longer period of time, care must be placed on what we choose to write. Schools and libraries around the world are full of books that have been written, but were poorly edited. Some books might be revised periodically, so the opportunity to catch any errors is greatly increased. But not all books will have this luxury.

Too many people choose to ride the the most popular bandwagon, without modifying its teachings to meet their specific needs. When you try to make a cookie cutter solution to a specific problem, the results will usually lack the finesse required for a particular niche. And without proper research, the results will never stand the test of time, and may result in misunderstandings that won't be easily fixed.

Whenever a piece of literature is being written, it is important to remember the reliance that others will have on the information. Only when accuracy is given the highest priority can a good book become a great book.

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Some ways to improve written accuracy include:

1. Interview a wide range of people to ensure adequate and proper coverage of information.
2. Use existing documents and information as a starting point to build upon.
3. Stay personally involved in the process to keep the user's perspective alive.
4. Review the needs of the audience to find the right delivery.
5. Learn from the mistakes of your predecessors.

Our history provides so many learning experiences that will pave the path to perfection. But we must choose to listen to our predecessors, in order to avoid the same pitfalls ourselves. Respect the knowledge that others possess, but never assume that they will provide you with the proper solution for your own project.

Only when you've combined your own personal experiences with those of your surroundings can you create the best product that meets the needs of society and history. And to see if you have done the best job, listen to those calls requesting more assistance. If they have increased in number and volume, then you definitely need to go back to the drawing board. If they've decreased, then you're on the right path and can only improve from there. After all, isn't your reputation important to you?

How To Reach Me

My name is **Carolyn S Brajkovich**, and I'm a technical communicator.

If you want to find out more about what this technical communicator can do for your communication needs, just reach out and find me.



I'll be more than happy to help you find a customized communications solution that will fit your needs.

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