# **Communicating Engineering Solutions**

Concise, clear, and convincing communication provides the information necessary to get your recommendations implemented.

## The 3 Cs of effective communication

Your engineering work is not done until it's implemented by the company. Effective communication is an essential part of getting your work implemented. Engineers with effective communication skills tend to have greater influence and quickly achieve greater responsibility in an organization.

#### Clear

Your recommendations should be clearly communicated. Be precise and quantitative. Use simple, strong language. Leave no doubt about what you recommend or about the expected consequences of your recommendation.

Headings or bullet points can often help clarify your writing.

#### Concise

Keep your recommendations as short as possible. Often a one-page memo with attached technical details is the ideal length for an engineering recommendation. But remember, it's harder to write a short document than a long document!

It's often effective to start with your conclusions, and then fill in the rest of the IMRaD elements.

### Convincing

Anticipate questions or concerns and answer them in your recommendation. Remeber IMRaD to be sure all your bases are covered. Have engineering support for your recommendations. An effective engineering figure is often worth more than a thousand words in convincing others.