11 - Written Communication - Expressing oneself clearly in business writing.

<table>
<thead>
<tr>
<th>Professional/ Specialist</th>
<th>Basic</th>
<th>Proficient</th>
<th>Advanced</th>
</tr>
</thead>
</table>
|                          | • Does not always express ideas in a clear and concise manner in writing  
• Written ideas are not always clear and organization may not be distinct  
• Uses one style of written communications to all audiences  
• Uses graphics or other aids  
• Sometimes misspells words  
• At times, writes using vague, non-specific language  
• Sometimes uses punctuation incorrectly  
• Is not always grammatically correct  
• Does not always use an appropriate business writing style  |
|                          | • Expresses ideas clearly and concisely in writing  
• Organizes written ideas clearly and signals the organization to the reader (e.g., through an introductory paragraph or through use of headings)  
• Tailors written communications to effectively reach an audience  
• Uses graphics and other aids to clarify complex or technical information  
• Spells correctly  
• Writes using concrete, specific language  
• Uses punctuation correctly  
• Writes grammatically  
• Uses an appropriate business writing style  |
|                          | • Expresses ideas in a very clear, concise, and effective manner in writing  
• Organizes written ideas in a very clear fashion and conveys the organization to the reader in an effective way (e.g., through an introductory paragraph or through use of headings)  
• Always tailors written communications in such a way that it effectively communicates the intended message  
• Uses graphics and other aids to clarify, simplify, and help the audience better understand complex or technical information  
• Always spells correctly  
• Writes using clear, concrete, and specific language that improves understanding  
• Uses punctuation correctly and in such a way that it conveys the true meaning of what is being communicated  
• Writes in a grammatically correct fashion that improves understanding  
• Uses an appropriate business writing style that conveys professionalism and expertise  |

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11 - **Written Communication** - Expressing oneself clearly in business writing.

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<th>Supervisor/Manager</th>
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<th>Advanced</th>
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