

Communication is a skill

The Federation of Small Businesses has recently surveyed its members about skills shortages and found that across all sectors an average 22% are held back by lack of suitably skilled staff. Worse, among small businesses in the communications and information sector, the shortfall is much greater, at 39%. These shortfalls are 'a barrier to their growth aspirations'.¹

Across the UK, we repeatedly hear of skills shortages, afflicting organisations of every size in every sector.

Recruitment of full-time personnel can feel essential, but there is another solution. Freelancers and other 'micro-businesses' can often supply the skills needed. As an advanced professional member of the Chartered Institute of Editors and Proofreaders (CIEP), I have helped many businesses, professional associations and public sector organisations with their communications needs.

There are many advantages: the skills you need, just when you need them, no National Insurance contributions, holiday pay, maternity leave, or severance pay. Surely worth thinking about?

What do you need now?

Do you need to communicate, whether that is with customers, members, employees or other audiences or stakeholders? Reports, training manuals, newsletters, websites – all need to get your message across clearly and succinctly.

But the people with the knowledge to create the content you need may not have the skills to polish that writing to best effect. We all know what we mean when we have written something, but will every reader understand? A sentence that is clear to the writer may be ambiguous to the reader, or even impossible to follow.

This is where an editor can provide invaluable help, working with your writers to hone the text of your publications.

For text that is clear, unambiguous, free of clichés and unnecessary repetition, and structured to get your message across, an editor is your hidden asset.

I have over 25 years' experience working for clients in professional associations, publishing companies, universities and training organisations, including working with authors whose first language is not English. I can help you too.

And if you also need help with typesetting, graphic design, printing and online publication, I have the contacts to take care of these too.

What do you need? Let me help you.

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¹ FSB, *Small Business Index*, Quarter 3, 2023



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