



The Bite

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The cost of bad spelling and grammar

In an age when choice has never been greater, consumers are making purchasing decisions on split-second factors.

A 2005 Royal Mail survey indicated that grammatical errors and spelling mistakes cost UK businesses **£41 billion** in lost sales. Almost a third of people questioned said they wouldn't buy products or services from companies whose spelling or grammar was poor.

This has been substantiated by the 2010 survey undertaken by US group, Marketing Lure. Key findings were:

- 100% of those surveyed acknowledged that errors influence their opinions
- Almost 80% of people have eliminated prospective suppliers because of writing errors
- 57% of participants expect perfection and will eliminate a company on the basis of a single error in a printed brochure
- 53% would eliminate a prospective company for an error on its website

The survey revealed the impact that writing errors have on company credibility. Respondents explained that errors cause them to question the company and its leaders who permitted these errors to occur. It also highlighted the relationship between errors and sales.

“ It makes you wonder if the lack of attention to detail is an indication of what your experience as a customer will be like ”

The Royal Mail survey found that more than half of all employees (56%) relied on computer spell-checks alone, without asking colleagues to proof their business documents a final time.

When selling on the internet, businesses rely almost wholly on communicating visually and through written language. For a customer to buy, they need to be reassured that they are looking at a high quality product or service, even though they can't inspect it personally. They also need to trust that the business is professionally run. Assigning overall responsibility for website quality to one person or a small team and setting up a system of proof-reading each other's work seems a sensible investment.

How good is YOUR grammar?*

- a) Neither Rooney nor Walcott **was/were** able to score during ninety minutes of play.
- b) John will be coming along with Tim and **I/me/myself**?
- c) Overcooked sprouts or carrots **ruins/ruin** his meals every time.
- d) The team's manager's attitude was affecting all the **player's/players'** performance.



Quote, unquote

Bad grammar is like bad breath, just because no one says anything doesn't mean that no one noticed

Jane Watson

In my sentences I go where no man has gone before... I am a boon to the English language.

George W Bush

Introducing 'Lite' — the new way to spell 'Light', but with twenty per cent fewer letters.

Jerry Seinfeld

A chrysanthemum by any other name would be easier to spell

William J Johnston

BITE SIZE LEARNING

"In spite of the cost of living, it's still popular"

We would love to talk to you; please contact Paul, Rob or Shirine on the number below.

0845 123 3757

BiteSize Learning Limited
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2011 Programmes

Leadership development

Building and Leading Great Teams
Business Skills Toolbox
Coaching
Delegation
Leadership Communication
Leadership Styles
Managing Change
Managing Difficult Situations
Motivation
Performance Management 1 & 2
Recruitment Interviewing

Personal effectiveness

Assertiveness in Communication
Creative Problem Solving
Diversity
Effective Networking
Maximising Personal Impact
Negotiating and Influencing 1 & 2
Optimising Energy and Well-being
Presentation Skills 1 & 2
Project Management 1 & 2
Running Meetings
Speed Reading and Memory Skills
Stress Management
Success through Change
Time Management
Successful Teamwork
Written Communication

Consultative selling

Introduction to Sales
Understanding your Clients
Building Rapport
Moving the Sales Forward

Diane Carrington — making grammar work!

Diane Carrington is not only a qualified teacher of English language but she is also an experienced trainer and coach, and we are pleased to welcome her as a BiteSize Learning trainer.

Although she often helps individuals with communication and creative thinking she recognises that, in order to communicate and to convey new ideas, good grammar is essential. However, without an understanding of the rules of grammar, it can often be time consuming and mistakes can detract from the message.



With a Masters degree in Applied Psychology Diane uses interactive learning to make the BiteSize session both practical and informative.

BiteSize is exploring... web enabled learning



We believe there are a number of businesses whose staff would access skills programmes to use during their downtime whilst travelling to and from work or on business trips. The challenge we have set ourselves is to make a selection of our programmes accessible through the internet *and* to make them as exciting and interactive as the programmes we deliver face to face.

If you are interested in trialling one of these programmes please get in touch... [watch this space](#).

Just to let you know

Helen Whitten, one of our associate trainers, has been invited to become a [Fellow of the International Stress Management Association \(ISMA UK\)](#) in recognition of her work in this field.

We are extremely proud of her and wanted to share the news!

ISMA UK promotes sound knowledge and best practice in the prevention and reduction of human stress.

Grammar answers

- was** — Rooney and Walcott are both singular.
- me** — 'me' is the object of the sentence. A good trick is to take Tim out — only 'me' makes sense.
- ruin** — there is more than one vegetable.
- players'** — one team and one manager but many players.

Try a slice of our training programmes

Our next taster in central London will again be a medley of some of our training programmes and will include models, exercises and discussions from Managing Change, Motivation and employee engagement.

Date: Thursday **3rd November** 2011
Time: 9.30—11.30 am.

For more details and to reserve a place please call Susannah on 0845 123 3757 or email: susannah@bitesizelearning.co.uk

