

we wish to inform you

We Wish to Inform You: Mastering the Art of Professional Communication

Have you ever received an email, letter, or even a phone call that started with the phrase "We wish to inform you"? It might have left you feeling a little... uneasy. This seemingly formal phrase can set a tone that's anything but welcoming. But what if we flipped the script? This post explores the nuances of using "We wish to inform you," offering guidance on when it's appropriate, how to use it effectively, and, more importantly, how to avoid sounding stiff and impersonal in your professional communications. We'll dive deep into crafting clear, concise, and impactful messages that leave a positive impression on your audience, whether it's a client, colleague, or superior. Get ready to transform your communication style from "We wish to inform you" to "Here's the good news...."

Understanding the Implications of "We Wish to Inform You"

The phrase "We wish to inform you" carries a certain weight. It's often associated with official announcements, particularly those that might not be entirely positive. Think of legal notices, disciplinary actions, or even difficult news within a company. This inherent formality can create distance and even evoke a sense of dread in the recipient. Why? Because it lacks warmth, personalization, and often feels overly bureaucratic. It signals a one-way communication flow, where the recipient is simply receiving information with little opportunity for interaction or dialogue.

Consider the alternatives. Depending on the context, "We are pleased to announce," "We're writing to update you on," or simply "Here's an important update" can communicate the same information with far greater clarity and a friendlier tone.

When (and When Not) to Use "We Wish to Inform You"

While it's generally best to avoid this phrase, there are rare exceptions. Its use might be appropriate in highly formal settings, such as legal correspondence or official government communications. Even then, it's crucial to pair it with clear, concise language that minimizes ambiguity and potential misinterpretations.

Situations where it might be suitable (use cautiously):

Highly formal legal notices: In legal contexts, precision and formality are paramount. However, even here, consider alternative phrasing if possible to enhance readability and clarity.

Official announcements with serious implications: For example, a company-wide announcement regarding significant restructuring might warrant a more formal approach, but even then, strive for clarity and empathy.

Situations where it's absolutely inappropriate:

Internal communications: Avoid this phrase in emails, memos, or other communications within your

organization. It creates unnecessary distance between colleagues.

Client communications: Using this phrase with clients can damage relationships and create a negative perception of your professionalism.

Informal settings: It's simply out of place in casual conversations or less formal business interactions.

Crafting Effective Alternatives: A Practical Guide

Let's explore some alternatives to "We wish to inform you" that are more engaging and effective:

Positive News: Instead of: "We wish to inform you that your application has been approved," try: "We're thrilled to announce that your application has been approved!" or "Congratulations! Your application has been approved."

Neutral News: Replace "We wish to inform you of a scheduled maintenance," with: "Please be advised that scheduled maintenance will take place..." or "A brief service interruption is planned..."

Negative News: While delivering bad news is never easy, softening the blow is crucial. Instead of: "We wish to inform you of a delay in your order," try: "We regret to inform you of a slight delay in your order..." followed by a clear explanation and a proactive solution.

Remember to always prioritize clarity, empathy, and a personal touch in your communication. Use active voice, short sentences, and straightforward language.

Beyond the Phrase: Building Stronger Communication Skills

Moving beyond the specific phrase "We wish to inform you" requires a broader shift in how we approach professional communication. Focus on:

Audience Awareness: Tailor your message to the recipient. Consider their level of understanding, their relationship to you, and the context of the communication.

Clear and Concise Language: Avoid jargon, technical terms, and overly complex sentence structures. Get to the point quickly and efficiently.

Empathy and Respect: Put yourself in the recipient's shoes. How would you want to receive this information?

Active Listening and Feedback: Encourage a two-way dialogue whenever possible. Allow for questions and feedback.

By focusing on these elements, you'll create stronger, more effective communication that builds trust and strengthens relationships.

Conclusion

The phrase "We wish to inform you" often signals a disconnect between the sender and the receiver. While there might be rare exceptions in highly formal settings, it's generally best avoided in professional communication. By adopting a more engaging, empathetic, and clear approach, you can cultivate stronger relationships and enhance the impact of your messages. Remember, effective communication is about more than just conveying information; it's about building connections.

FAQs

1. Is it ever acceptable to use "We wish to inform you" in an email to a client? Generally no. It's better to use a more personable and less formal tone in client communications.
1. What's the best way to deliver bad news using email? Be direct, empathetic, and offer solutions whenever possible. Clearly explain the situation and apologize if necessary.
1. How can I improve my written communication skills? Practice writing regularly, seek feedback from others, and focus on clarity, conciseness, and a strong understanding of your audience.
1. Are there any resources available to help me improve my business writing? Yes, numerous online courses, books, and workshops focus on business writing skills. A simple online search can provide many options.
1. What is the single most important element of effective professional communication? Clarity. If your message isn't clear, it doesn't matter how well-written it is. The recipient won't understand.

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