

## Business Reading Fluency

*"I just sit in my office and **read all day.**"* Warren Buffet

Warren Buffett reminds us of a habit that helped make him a success, something that seems completely counterintuitive in our hyper-connected digital economy. Most of us don't have the time to read all day, so we need to learn to read more efficiently.

In order to be an effective international businessperson, it's important to keep up-to-date (in English!) with the latest news, concepts, and language in relevant industries. By skillfully extracting important information from common sources of business material, a savvy businessperson can make the most of their time in acquiring essential knowledge and skills.

Using techniques and insights from a variety of sources such as *Harvard Business Review* and *The Economist*, this course aims to improve:

- the ability to extract key information/ideas from business reading material
- the ability to discuss business topics intelligently and accurately
- reading comprehension and critical thinking skills
- vocabulary usage and fluency
- paraphrasing and summarizing

By applying specific reading skills to blogs, journals, articles and books, business professionals can keep up on current business trends and knowledgeably discuss the most important issues in targeted industries using key vocabulary. These essential reading skills include:

- predicting /previewing
- scanning
- skimming
- meaning from context

### Why is reading so important for success in business?

*"I read books."* ~ Elon Musk, when asked how he learned to build rockets

*"Reading is still the main way that I both **learn new things** and test my understanding."*

~ Bill Gates

*"Reading is a **vital habit** for every **successful businessperson**. It broadens your mind, **helps with your written and verbal communication skills**, and gives you a certain level of understanding and empathy." ~ Ellen Parry Lewis, author*

*"I would continuously search for new ideas. **I read every book and magazine I could**. Heck, 3 bucks for a magazine, 20 bucks for a book. One **good idea** that led to a customer or solution and **it paid for itself many times over.**" ~ Mark Cuban, billionaire investor*

Most importantly, diligently striving to develop **good reading habits/skills** can help busy business professionals become **autonomous learners for life**.