

Communicating in the Workplace

Administrative Accounting and Bookkeeping Program

Handout: Transitions

In any form of communication, it's important to make clear and logical *transitions* from one idea to the next. A good transition is a word, phrase, or sentence that acts as a bridge, showing the relationship between sentence and paragraphs.

Without good transitions, your writing or speech can feel choppy or confusing—even when the ideas are strong. You can also think of them as road signs that show the receiver how each stretch of highway connects to the next.

Examples

Between Sentences-01

Bad: We launched a new ad campaign. The website had more traffic. Sales improved.

Each sentence feels like a separate thought. There's no flow or logic connecting them.

Better: We launched a new ad campaign. **As a result**, the website had more traffic, **and** sales improved.

Between Sentences-02

Bad: We've seen a drop in customer satisfaction. We should review our response times.

Better: We've seen a drop in customer satisfaction. **Therefore**, we should review our response times.

Between Paragraphs

Bad:

Our online sales increased by 12% last quarter.

Customer service complaints have gone down.

Better:

Our online sales increased by 12% last quarter.

At the same time, customer service complaints have gone down.

Transition Phrases

Other useful transition phrases include:

- However.
- On the other hand.
- For example.
- Meanwhile.
- Because of this.
- In contrast.
- To summarize.

The following transition phrases may sound too casual or unclear to be suitable for business writing:

- Anyway, moving on...
- Stuff like that...
- Basically...

Tips for Using Transitions

Be audience oriented. Ask yourself: “Will this make sense to someone reading it for the first time?”

Use transitions to show relationships. Are you comparing? Adding more information? Showing cause and effect? Choose your words to match.

Don’t overdo it. You don’t need a transition in every single sentence; just enough to keep your writing smooth and logical.