



Business Writing
for
Managers and Leaders

ATD, Feb. 9, 2017

Management determined that the impact of implementation would result in only a temporary disruption of customer service.

- When you edit, be alert for repetition.

Do the advance work: Think before you write

Drafting: Relax, focus, and write.

Don't interrupt yourself to tweak it

Write from beginning to end

The revising phase: trimming, shaping, polishing

- What does reader need to know and remember?
- What questions will the reader have?
- Make it clear early what reader needs to do.
- Provide sufficient context. Don't make readers hunt.
- How much is necessary: We like to educate others.

5. Preparation work that needs to be done
4. When we need to start
6. Cost
2. The solution we are proposing
3. Benefits
1. What the problem is

Adidas CEO Reflects on Game Plan

Subject lines: Give a glimpse of what's inside

One or two words provide no hint to the content

Use the most-least important (news story) format for 85 percent of messages.

Don't use it for bad news.

I need to decide whether to attend the conf.

I thought about the advantages

I considered the disadvantages

I weighed the pros against the cons

I decided that I will attend the conference

- Beginning–middle–end works well for storytelling, not for email.
- Our challenge: Think in the inverse order of what is natural
- If message is three paragraphs or longer, use a summary.

Attached – for your eyes only – is the latest version of the logo. Don't share it because it has not been approved. Please review it for the following two things and get back to me by Friday, May 26.

- Tell me if you have questions
- Send a list of problems that could arise ...

Advantages of a Summary

- Similar to WSJ briefs. Conveys immediately what is important.
- Reduces time needed to process the message because reader knows where she is heading.
- Forces writer to distill the essence of the message into a few lines.

- Ease in with factual information. Reader can't argue.
- Positive – Reader needs to see merits of your argument.
- Don't be sarcastic, condescending, demanding

- Tone affects credibility. Be respectful so you maintain goodwill.
- Aristotle
 - strong argument
 - ability to tap emotions
 - a person of good character

Hi Brad,

I know that we both want the WorldExpo to be a success, and one way to do that is to provide everyone with a clear set of directions to avoid confusion.

Readers need to know subject and verb to understand any sentence.

Keeping S and V near the front will simplify the rest of your idea.

Uncover Strong Verbs

She provided an explanation of the changes.

She explained the changes.

She provided an explanation only implies what the action is.

Watch for endings that indicate nouns: *ion, ent, ance, ence, ing*

Verbs such as *make, have, provide*, should be a yellow flag

See if there's a noun hiding a stronger verb

Pam Sears, communications manager for more than 10 years, will leave the company April 30 to pursue other interests.

Pam joined the company with the ZipLink acquisition in 2005 and was instrumental in the transition. (save 28 words)

- Buzzwords drain the freshness of your writing.
- Examples and explanation improve understanding and move reader along.
- Comparisons move readers from the abstract to the concrete.
- The essence of clarity: immediate comprehension

Ken O'Quinn

Ken@writingwithclarity.com

207-767-0112

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