

3 strategies:

1. Do something different for a while before coming back to proof reading. This might include focusing on a different task, going for a walk, getting a coffee, talking to someone about something unrelated to the communication, and then reviewing it again
2. Read it backwards. You will see the word by word and number by number inconsistencies in a totally different way
3. Focus on the most important aspects of language:
 - Be ruthless: cull words until all of your sentences are 25 words or less. Culling forces you to synthesise your ideas crisply.
 - Use active voice (ie 'We recommend', not 'It is recommended that'). Notice how the more active version is shorter?
 - Describe what data points mean, not just what they 'are' (e.g., 'We should acquire X for \$1.23 per share' not 'Acquisition criteria is \$1.23 per share')

Concise language can be a result of clear thinking or a tool to achieve it. Working top-down to clarify your thinking first is fastest.

refresh
your
eyes



CONCISE LANGUAGE

I remember all too well putting the corporate newspaper I had edited to bed only to have a typo jump out at me as soon as I opened the printed version.

Not only was it there, but it seemed like it leapt up to hit me in the nose the minute I opened it.

What was happening here?

This paper had been proofed by at least three people.

We were all way too close to it, and we were seeing what we thought was on the page, not what was actually there.





RESOURCES

Free ...

- **Editable blank Storyline templates:** Download the file at ClarityFirstProgram.com/Templates
- **Video course: Communicate With Impact.** Three short videos with ideas to help you think differently about your upward communication. Visit ClarityFirstProgram.com/cwi
- **Book preview: Engage for individual contributors.** This book introduces 10 common communication patterns to help you clarify and convey complex ideas. Download part 1 here: ClarityFirstProgram.com/Engage-FreeChapter
- **Book preview: Elevate for leaders.** How to set your team up to prepare presentations that you can quickly approve (without rewriting them yourself). ClarityFirstProgram.com/Elevate-FreeChapter

Paid ...

- **Books:**
 - **The So What Strategy.** Visit sowhatstrategy.com to learn more
 - **Elevate** for leaders who want to set their teams up to prepare presentations they can quickly approve (without reworking). Visit ElevateToEngage.com to learn about Elevate as well as its companion book for individual contributors, **Engage**.
- **C-suite communication course: Engage.** Four hours of engaging and short videos that will radically shift the way you think about preparing your next c-suite communication. Allow extra time to complete the case studies and to practice using the ideas as you progress through the modules. Learn more here: ClarityFirstProgram.com/Engage
- **Private and Public Group Programs;** Visit ClarityFirstProgram.com to learn more about the range of workshops, courses and coaching I offer, or email me at contact@clarityfirstprogram.com.