

HOW TO CUT IT AT WORK

When writing at work, brevity = impact.
Get cut-through and get things done!

R

REDUNDANT CONTENT

1. Delete whatever is irrelevant to them.
2. Be a 'word miser'. Make every word count *as much as possible*.

A

ACTIVE VOICE

Passive: The road was crossed ('action' only).
Passive: The road was crossed by the chicken ('action' then 'actor').

Active: The chicken ('actor') crossed the road ('action').



Z

ZERO NOMINALISED VERBS

Use verbs, not nouns:

Our **recommendation** is for you to keep it short.



We **recommend** you keep it short.



O

ONE IDEA PER SENTENCE

Long sentences are hard to process, which kills your impact.

TIP: Search your text for the word 'and'. If it joins two unrelated ideas, split the sentence.

R

REGULAR, NATURAL LANGUAGE

Using big words needlessly makes you look dumber, not smarter. Use natural, everyday language. How would you *say* it to them?

Occam's Razor:
The simplest explanation is usually the correct one.

Apply the RAZOR:

- R** edundant content
- A** ctive voice
- Z** ero nominalised verbs
- O** ne idea per sentence
- R** egular, natural language

'IF YOU CAN'T EXPLAIN IT SIMPLY, YOU DON'T UNDERSTAND IT WELL ENOUGH.' ALBERT EINSTEIN