

# 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?

### 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

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