# **HOW TO CUT IT AT WORK**

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

# REDUNDANT CONTENT

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

## **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').

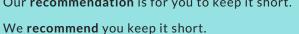
#### **Apply the RAZOR:**

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

## ZERO NOMINALISED VERBS

Use verbs, not nouns:

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



## 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.

# 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.

