

## Writing Tip

### How to be Read in Government and Corporate America—Use the Models of *Writing to Get Things Done*® (WGTD)

Adapted from *Writing to Get Things Done*® seminar

Clearly written communications drive productivity within your organization. But, being read today is no easy task. Everyone has had the experience of sending out emails and other documents that didn't get read—it's as though they got stuck in cyberspace and never landed anywhere.

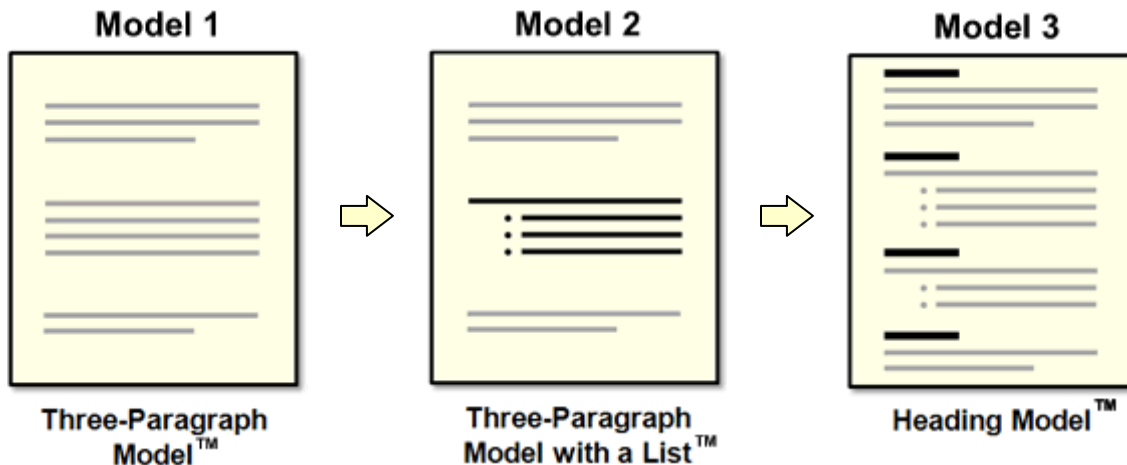


Stan Berry

Two causes contribute to this problem:

- The reader. In an attempt to manage our busy, increasingly demanding world of information overload, readers often multi-task as they read what you send them—if they read it at all.
- The writer. Most writers don't know how to structure their writing so that readers *can* read quickly with clear understanding.

The solution is to frame your business writing (emails, memos, letters, technical reports, meeting minutes, etc.) in the three models of WGTD. These models are content driven—the model you use depends on the amount of content you have. As you add more detail, you go from *Model 1* to *Model 2* to *Model 3*.



#### Paragraph 1

State what you want to get done.

#### Paragraph 2

Give a simple explanation, background, reason, analysis, or instruction.

#### Paragraph 3

Give a specific deadline and a reason for the deadline.

#### Paragraph 1

State what you want to get done.

#### Paragraph 2

Forecasting sentence:

- Key point. Supporting details.
- Key point. Supporting details.
- Key point. Supporting details.

#### Paragraph 3

Give a specific deadline and a reason for the deadline.

#### Use headings for more than three paragraphs.

- Makes the organization visually apparent
- Invites the reader to read
- Allows the reader to skim
- Divides information into obvious units
- Forecasts the content of each paragraph

Everyone wins when you use these models. You will write faster. Your readers will read quickly-- because your writing is clear and concise. And the productivity of your organization will increase dramatically as a critical mass uses these models of **Writing to Get Things Done® (WGTD)**.



*Stan Berry has devoted the past 35 years to improving the writing skills of over 55,000 business and government professionals. After completing his Master's degree from Yale University, he co-authored five books on writing that he uses in his seminars. He's been a member of the American Society for Training and Development (ASTD) since 1975 when he served as the newsletter editor and on the Board of Directors for the Twin Cities Chapter. Stan can be reached at [Stan@BerryWritingGroup.com](mailto:Stan@BerryWritingGroup.com) or 612-578-1487.*

*Stu Tanquist has presented at four American Society for Training and Development (ASTD) National Leadership and TechKnowledge conferences and written two best selling ASTD Info-Lines. With over 20 years in the learning and development field, Stu's expertise has ranged from working as a professional trainer to serving as a strategic-level director for training and development. He holds three degrees including a Masters in management. Stu can be reached at [Stu@BerryWritingGroup.com](mailto:Stu@BerryWritingGroup.com) or 612-799-1686.*



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