

Writing Tip: Clear Communication Drives Productivity

Adapted from *Writing to Get Things Done*® (WGTD) seminar

When you write, keep a business perspective and use your writing as a tool for getting things done. The first question readers ask is, “How does this document affect me? Do I need to do anything?” So, remember to put what you want to get done in paragraph one.

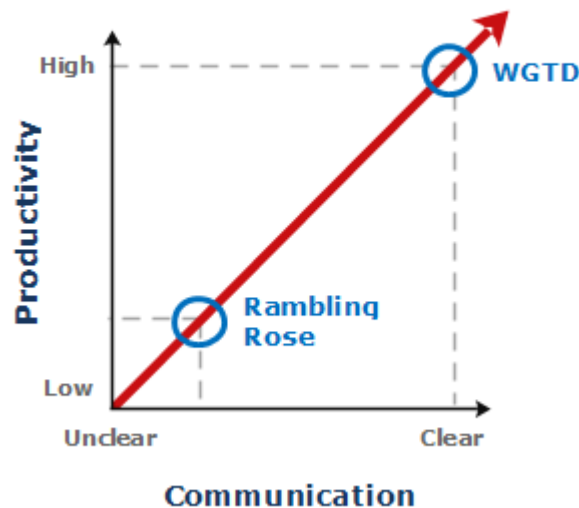


Stan Berry

Most professionals use the "Rambling Rose" writing process—where people ramble as they type in the hope that something gets done. The result is that they inundate readers with background information and include too much detail.

Here's a great visual showing the effects of Rambling Rose and *Writing to Get Things Done*® (WGTD) on productivity.

Communication Drives Productivity



Whether communicating with colleagues, subordinates, or customers—or managing your boss—productivity soars when you clearly communicate what needs to get done and when. When entire departments, divisions, and organizations create a critical mass of people who are writing to get things done—***things get done!***

Stan Berry has devoted the past 34 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 www.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 or 612-799-1686.



Stu Tanquist



Sign-up to receive free Writing Tips by email at www.BerryWritingGroup.com

© Copyright 2010 Berry Writing Group, Inc.
All Rights Reserved

This document may not be reproduced or distributed when used in conjunction with any for-profit endeavor or instructional activity without prior written authorization.