

# **good words (right order)**

*A General Lecture*

***What's the most important business skill?***

“...confirms our conviction that individual opportunity in the United States depends critically on the ability to present one’s thoughts coherently, cogently and persuasively on paper.”

*Excerpt from a report of by National Commission on Writing*

***To write clearly is to think clearly.***

***Bill Ford Jr. on the strategic direction  
of Ford Motor Company***

“We’re addressing challenges by accelerating our business plans to strengthen our balance sheet, optimize our global footprint and deliver more great products faster.”

***His great, great grandfather on  
Ford Motor Company.***

“I’m going to democratize the automobile.  
When I’m through, everybody will be able  
to afford one, and about everybody will  
have one.”

***Clearly, something happened in the  
last two generations.***

“The language of business is not the language of the soul or the language of humanity. It's a language of indifference; it's a language of separation, of secrecy, of hierarchy.”

***Dame Enda Roddick, Founder of The Body Shop***

***Actually, the language of business  
is simply horrendous.***

“Businesses planning sales strategy perceive buying power as a gauge of the general ability of potential customers to buy their products.”

“The task force said it looked at hunger as a social problem in which some people cannot obtain adequate amounts of food.”

“You are probably aware that we have been experiencing very considerable potentially explosive expressions of dissatisfaction on issues only partially related.”

“When workloads increase to a level requiring hours in excess of an employee's regular duty assignment, and when such work is estimated to require a full shift of eight (8) hours or more on two (2) or more consecutive days, even though unscheduled days intervene, an employee's tour of duty shall be altered so as to include the hours when such work must be done, unless an adverse impact would result from such employee's absence from his previously scheduled assignment.”

***Why do things like these happen?***

# ***1- Lack of Substance***

## ***2- Lack of Process***

## **A Plan for Composition**

1. Decide on the purpose
2. Choose a structure that fits the purpose
3. Write a draft
4. Leave it alone
5. Read draft (aloud)
6. Re-evaluate purpose
7. Revise as needed

***Seriously. Leave it alone.***

## **Omit Needless Words**

Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts. This requires not that the writer make all his sentences short, or that he avoid all detail and treat his subjects only in outline, but that every word tell.

***Okay, so how do you do that?***

***Kill all the adjectives.***

***(Just to be safe, kill the adverbs too.)***

***When you have a choice between two words use the simpler of the two.***

***When you find a complicated word,  
you can blame the French.***

“The older you get, the more important those exams are”, Dodson said. Around age 50, he wants men to be screened for colon and prostate cancer, in addition to regular blood pressure, cholesterol and blood sugar tests.”

“Guns are tightly restricted in Japan, and shootings are extremely rare, with the one exception being gangsters, who most often use them against each other and do not generally victimize the general public.”

We will provide branded products and services of superior quality and value that improve the lives of the world's consumers. As a result, consumers will reward us with leadership sales, profit, and value creation, allowing our people, our shareholders, and the communities in which we live and work to prosper.

**Mission Statement, Gillette Global**

We are dedicated to creating a workplace that respects people from diverse backgrounds and enables all employees to do their best work. It is an inclusive environment where the unique combination of talents, experiences, and perspectives of each employee makes our business success possible. Respecting the individual means ensuring that the workplace is free of discrimination and harassment. Our commitment to equal employment and diversity is a global one as we serve customers and employ people around the world. We see it as a business imperative that is essential to thriving in a competitive global marketplace.

**Mission Statement, McGraw-Hill**

To bring inspiration and innovation to every athlete in the world.

**Mission Statement, Nike**

***Recognize that writing is a craft like sewing, carpentry, cooking or plumbing.***

***Congratulations on your attainment of the  
ultimate termination of this professionally  
-constructed, high-quality, visually  
informational communications vehicle.***

***The End.***