Writing for Results

A Step-by-Step Model for Writing Executive Documents

Perceive a Need → Response → Audience → Send the Message

Give Yourself a Frame of Reference

- objective
- audience
- authority
- barriers
- time lines

Research and Select the Content

- relevance
- abstract vs. concrete
- substance vs. froth
- fact vs. opinion vs. argument
- positive vs. negative

Select the Medium

- written
- oral
- both oral and written

Prepare the Message

- organization
- format
- style
- grammar
- final touches

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