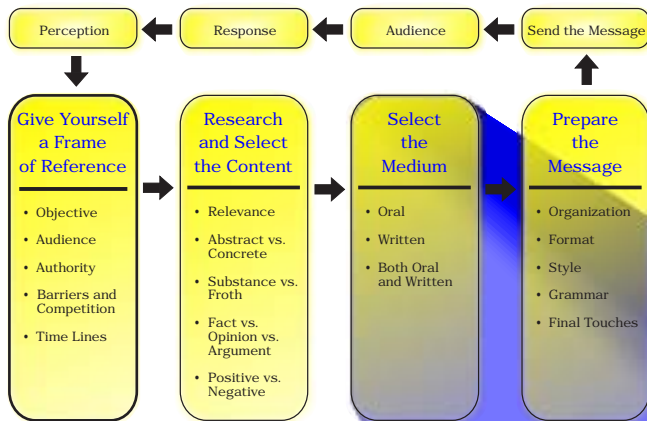


Writing for Results

A Step-by-Step Model for Executive Documents



Select the Medium

- Oral
- Written
- Both Oral and Written

Reading maketh a full man,
conference a ready man,
and writing an exact man.

Francis Bacon

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Introduction

Oral

- Options
- Benefits

Written

- Options
- Benefits
- Delivery

Both Oral and Written

- Options
- Benefits

Oral? Written? Or Both?



Once you have an idea of what content to convey, you will be in a position to decide what medium or media are best-suited to conveying it.

If you are well versed in your job, you might know right from the start which medium you will use. In other cases, it might be worth your while to keep an open mind on the options available to you.

It is beyond the scope of this handbook to discuss media of communication in detail. I will, however, list some of the options available to you. My objective here is to remind you that the first medium that comes to mind is not the only possible medium, and that it is worth asking yourself if others might be better-suited to your needs.

Combinations of two or more oral and written media can be very effective — offering you the best of both worlds. For example, an oral presentation could be complemented by a slide deck.