Guidelines for Effective Writing

• Write strategically
• Write logically and coherently
• Use formatting devices and color effectively
• Write clearly and concisely
• Use graphic material wisely
• Pay attention to style and tone
• Write without “mechanical” errors

Communication for Managers
Five Ways to Logical Writing

• “Pile” similar information together.
• Organize “piles” into a logical sequence using a common organizational pattern.
• Check that each sentence and each paragraph contains one and only one idea.
• Use transitions effectively to link one idea to the next.
• Answer the “three” questions.

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When Your Writing Is Logical . . .

• Ideas are in sequence
• Your writing flows from one point to the next
• The relationships between ideas are sound
• There are no “gaps” in your story

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Clear and Concise Writing

• You should:
  – Identify characters
  – Use verbs to name actions
  – Write with readers’ expectations in mind

• You should try to avoid:
  – Nominalizations
  – Stacked nouns
  – Passive voice
  – Redundancies
  – Neg. Constructions
  – Needless words
Organizational Patterns

- Chronological
- General to specific
- Specific to general
- Cause and effect
- Comparison
- Contrast
- Spatial
“Connectors”

- **Repeater Connectors**
  - Key words
  - Pronouns that replace key words
  - Other words or phrases that replace key words
  - Other words or phrases that imply key words

- **Direction Connectors**
  - Moving in the same direction
  - Moving in the opposite direction
  - Moving toward a conclusion
  - Moving up or down the ladder of abstraction

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The Six Most Common Grammatical Errors

• Lack of parallel structure
• Sentence fragments or run-on sentences
• Errors in agreement
• Misuse of case
• Misplaced or dangling modifiers
• Vague pronouns or pronouns without antecedents

Communication for Managers
The Four Most Common Punctuation Errors

• Misusing commas, as for example:
  – creating a comma splice
  – not using commas to set off non-essential clauses

• Misuse of apostrophes

• Not using hyphens to make compound adjectives

• Using quotation marks with other punctuation marks incorrectly