Writing with Impact

Instructional information from training course.

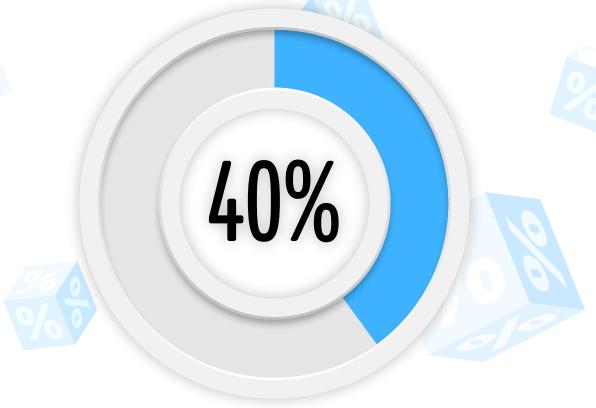
Key Takeaways





Did you know?

People usually retain structured information up to



without structure.

more accurately than information presented

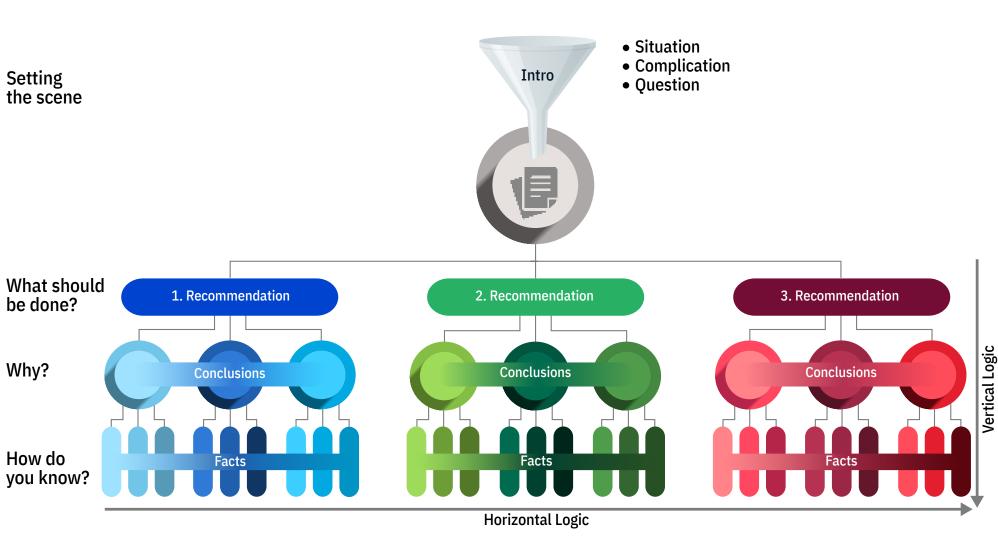
If your message is not structured appropriately, your audience ...



everage the Pyramid Principle as a method to help identify ideas and

Pyramid Principle

structure a clear relationship between them.



Framework

The

You can use this everywhere (Word doc, email).

Use this framework to create a structure for your message.

Start with common ground. Something unarguable is powerful as

EXAMPLE

EXAMPLE

23036

Use colours for

(standard) colors

to draw the eye

want to highlight

or to fade into the background.

impact. Use

to areas you

it sets the scene and sets you up for success. You can't describe a delta (or the complication) without the "what has it changed from". The **complication** is what has changed? Stating the complication is calling out a known problem or possible elephant in the room, such as, This has changed, and it is a problem. Understanding the challenge is important as we get paid to work on big challenges. **Situation** (Before today) Complication Ask specific **questions** you intend to answer. By defining your (What's the challenge) questions, you are **defining the scope of work**. Very important. Questions (Key questions) What is your answer? Be succinct. Even if a narrative, your reader Answer(s) should be able to pull out the executive summary, understand the (Summary answers) problem, and the recommended solution. Anatomy of an impactful headline

This is not just for slides.

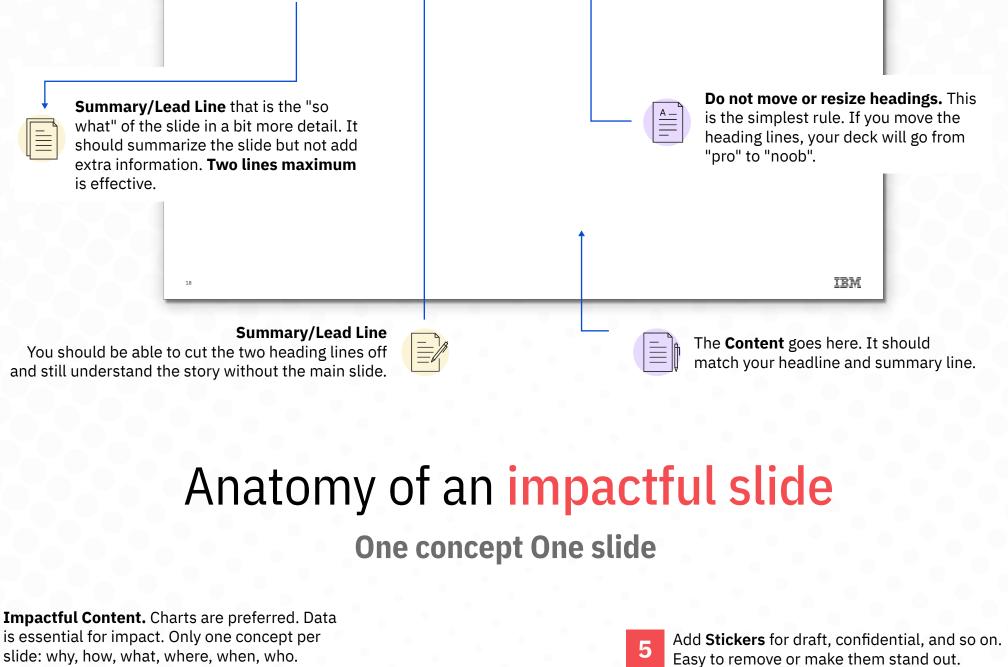
Headline that tells the "so what" of the slide to

Add **Stickers** for draft, confidential, and so the story and captures attention like a Newspaper on. Easy to remove or make them stand out. headline. One line maximum is effective.

Create headline that tells the "so what" and captures attention like a Newspaper headline.

Big Headline Idea – BLANK SLIDE EXAMPLE Two line summary of what is on the slide. You should be able to read this ard understand the main points of the slide. Two line summary of what is on the slide. You should be able to read this and understand the main points of the slide.

Keep the "so what" very prominent in the graphic.



Cement is the world's third largest CO₂ polluter

5065

When non-land use is considered, Cement (mostly Portland Cement) contributed 6% of carbon pollution in 2009. This is

United Nations - CO2 Emissions 2009

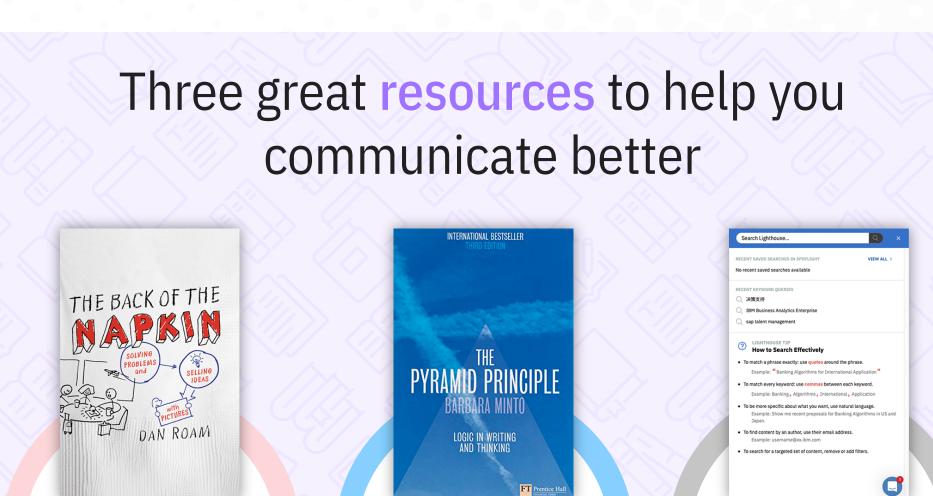
Non land use change emissions

1426

different cements

equivalent to all the fleet cars in the world. Cement is significant and potentially avoidable source of emissions.

Electricty and heat Other industrials Source: 2009 Global Non-Land Use Change CO₂ emissions by broad industry, United Nations 2011. IBM Accurate Sources help your **Use standard fonts.** It is a simple way to make 4 creditability and your the your slide look professional and consistent. future readers.



The Pyramid Principle

A classic book. Great

advice on structuring and

SCQA.

The Back of the Napkin

Fantastic book on how to

draw pictures to solve

problems. Very relevant to

what we do.

Use data, not

use words like

"major" or

hyperbole. Why

"strong" instead

of the number?

Design for your

audience. Think about what your

audience needs. What questions

they need simple

do they need answered? Do

or complex

answers?

Use data and

numbers. Be

specific.

Million Metric Tonnes of CO₂

9229

Search in IBM Lighthouse

Search IBM Lighthouse for

"High Impact Documents".