

Invest Your Time In Good Communications

Some days it feels like the world is conspiring to eliminate the use of full sentences. Sharing information in stories and articles is being replaced by short headlines, sound bites, text messages, emojis, video briefs, and acronyms.

It might sound like a petty criticism, but I wonder how much critical content is being missed or overlooked as communications migrate from a well-structured compelling story to a summary of less than 280 characters. Don't get me wrong. Concise language is a valuable commodity. It can convey critical information in a form that is both effective and efficient. However, some communications, while abbreviated, may not be effective or efficient.

Today's Conditioning

The trend is understandable. We have been conditioned to share our information in snippets and we are starting to process the same way. Social media encourages brevity. News stories grab a sound bite or quote and close the story. Email experts provide advice to limit content. The conditioning is frequent. But is it right?

How did we get here? Is it a short attention span? Perhaps a desire to save time? Maybe it's just a lack of interest in examining or studying subject matters in detail. Whatever the cause, the results are producing professional communications lacking clear and persuasive content.

Use Your Words

You hear grandparents telling their grandchildren to 'use your words'. Let's follow their guidance. Full sentences are acceptable, and a long story that conveys engaging information will get read.

Don't Skip On The Relevant Content.

If your communications are not connecting, review what you are sharing and how you have chosen to deliver it. Consider organizing your information into a story that introduces your key concepts, supports them with relevant details and ends with your conclusions or recommendations. Help recipients process your information the same way they consume books, television shows, and movies. Content and delivery matter.