



DO BUSINESS FASTER™

Jim's Profit Accelerator 197 Simple

"Bludgeoned to death with a nerf bat," said MIT economics professor David Autor about a 94-page working paper on its way to publication! His complaint is about the new normal about economics papers seeking publication.* Let's skip the reasons for the flab. What does it mean to you as a leader?

SPEED BUMP: Clarity is essential for leadership success.

If communication is a critical leadership skill, and time is a scarce resource, and folks won't do what they don't understand, then clear and simple communication can solve the problems of time and action, sort of. Of course, it's not that simple, but consider the opposite: opaque declarations that ramble on. eat time, money, and motivation. So maybe it's time to stop that. Here are some starter tips:

1. **One idea:** One idea per email. No, it's not more efficient for the task to combine various points or topics in an email. None of us work that way, and you've likely found, as I have, that emails with three points languish after point two (that means point three was ignored).
2. **Small words:** Use the smallest word that is precise. Sometimes longer words convey much more, but lean toward brevity for understanding.
3. **Short sentences:** Write single declarative sentences, and minimize connectors such as "and," "but," and "or." Stringing together multiple concepts makes for fuzz, not economical communication.
4. **Short paragraphs:** One point per paragraph, please. One example is plenty if it grabs the reader (emotional content).

I learned the above from a product manager at Procter and Gamble in my first job. His red pen was brutal and lasting. Thanks, Bruce!

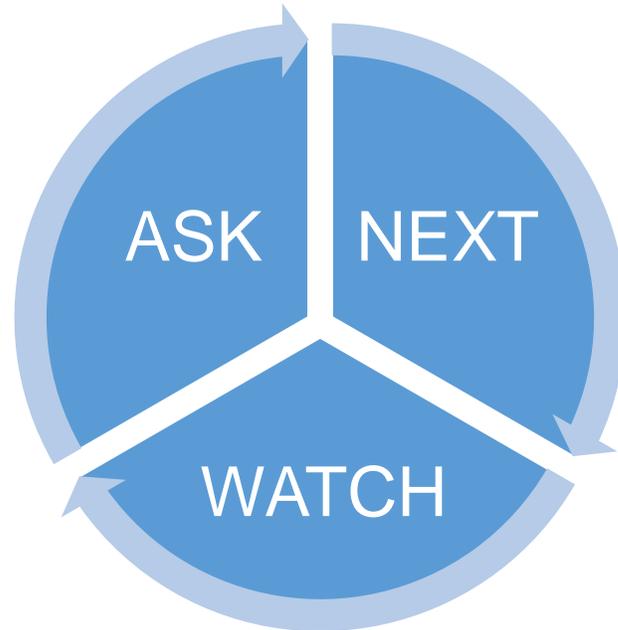
SPEED BUMP: Spend the time to be concise. Your people will appreciate it.

Check for understanding: If the student fails to learn, the teacher failed to teach, said the Army. So, look and listen to see if the other person heard what you meant. Try these checking techniques:

1. **Ask:** Ask right away, "What did you hear me say?"
2. **Next:** Ask "What are you going to do first?"

3. **Watch:** Check in and watch how they're doing.

The Understanding Gyroscope:



ACCELERANT: Where will you try being more concise today?

For more information on how you can accelerate revenues and profits in your business, please call or email me.

A note on **SPEED BUMPS:** Use them to click quickly with an idea that can immediately be implemented in your life as a business leader. Think: “How can I use this today?” or “Who can use this?”

* *Wall Street Journal*, July 24, 18, p A1.

For more information, visit www.grewco.com.

Jim Grew, the Business Defogger and Accelerator, helps leaders discover hidden opportunities within their businesses and exploit them for dramatic results. Jim has led 9 businesses, worked in 31 companies at C-level, and is an expert in strategy and executive leadership. He presents regularly to industry groups, mentors business leaders, and shares insights in his Executive Letter (above). Jim holds BA and MBA degrees from Stanford University. In his new book, *The Other Side of Succession*, he shares how to plan for the future by growing your business now.

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