

Top 10 Writing Tips

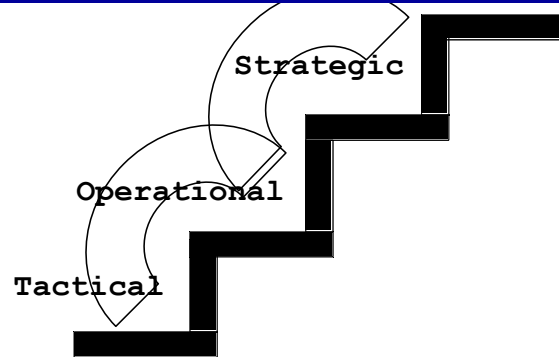
1. "TOS Concept"
2. "Iceberg Model"
3. "Faulty Lead In"
4. "Led Effort"
5. "Job Description"
6. "Too Many Acronyms"
7. "Lack of Homework"
8. "Death Bullet"
9. "Know Your Audience"

"Know Your Audience"

	Action	Impact	Result
Leadership	-	[Redacted]	-
Management	[Redacted]	-	-
Supervisory	-	-	[Redacted]
Membership	-	-	-
Fluff	-	-	-

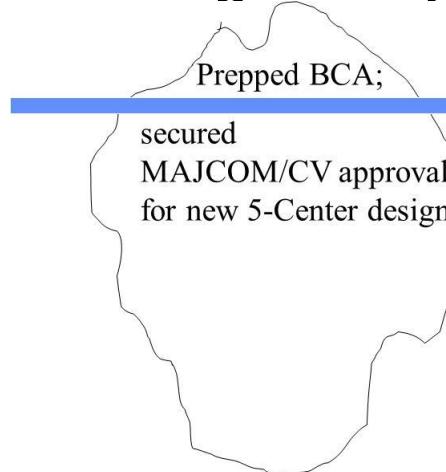
✓ Model illustrates the stronger part of the bullet should be placed at the beginning to ensure it is not overlooked

Tactical, Operational, Strategic (TOS) Concept



✓ Model illustrates a bullet with strategic results well connected to the individual

Iceberg Concept



✓ Model illustrates to add stronger action/impact to balanced the bullet

Chief Jaren's Brown Bag Lessons Part II

The Magic of Bullet Writing

Writing Concepts



"The Magic of Bullet Writing doesn't teach how to write a bullet. It teaches how to write a powerful bullet. It unlocks a secret that has benefited hundreds of thousands."

Are you ready for the magic?"

"Build a better mousetrap, and the world will beat a path to your door"
~ Ralph Waldo Emerson

Bullet Formats

Performance Levels

Performance Scale

#1: Bullet Formats

Action; Impact--Result (AIR)

Commonly used in the Air Force today

- ✓ Action: Individual's performance
- ✓ Impact: Task connected to the result
- ✓ Result: Tactical, operational or strategic

Accomplishment--Impact (AI)

Published in Air Force Handbook 33-337, The Tongue and Quill

- ✓ Accomplishment: action or behavior
- ✓ Impact: results expressly stated

Two part-bullet comprised of virtually the same elements as the 3-part bullet.

Each format contains action, impact and result.

Takeaway

- ✓ Identify the components in the bullet you are reading.

At times a writer uses a two-part bullet, other times a three-part bullet, other times a writer constructs the statement to read more like a complete sentence.

#2: Performance Levels

Membership Level

- ✓ Apprentice: help, assist, support
- ✓ Building blocks of larger goals

Supervisory Level

Journeyman: lead small team, program

- ✓ Achieve intermediate milestone

Management Level

- ✓ Craftsman: responsibility for multiple teams, multiple programs
- ✓ Achieve long range milestone

Leadership Level

- ✓ Leader: responsibility for vast personnel/resources/programs
- ✓ Achieve significant hi milestone

Takeaway

- ✓ Assign a Performance Level to each bullet component.

Anyone can go from floor sweeper to the boss. But each step in the corporate ladder reflects not only increased responsibility, but more important, increased expectations.

#3: Performance Scale

	Action	Impact;	Result!
Leadership	-	-	-
Management	-	-	-
Supervisory	-	-	-
Membership	-	-	-
Fluff	-	-	-

Must have at least two of three components. At least one component must be the "Action." Without "Action" the individual's specific contribution is unknown and a level of performance cannot be attributed.

Takeaway

- ✓ Combine Bullet Format and Performance levels

Put it all together:

1. Identify bullet components
2. Assign performance levels
3. Use performance scale to assess the strength of accomplishment