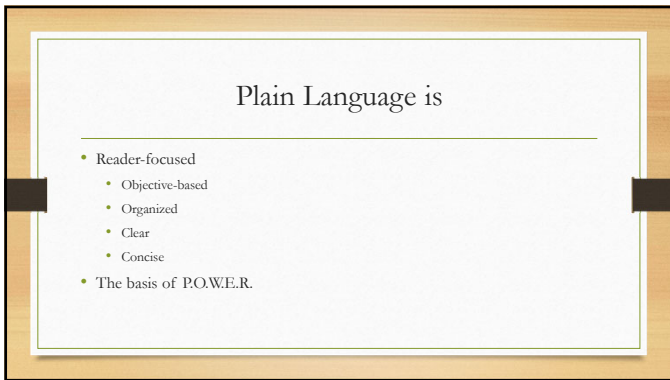
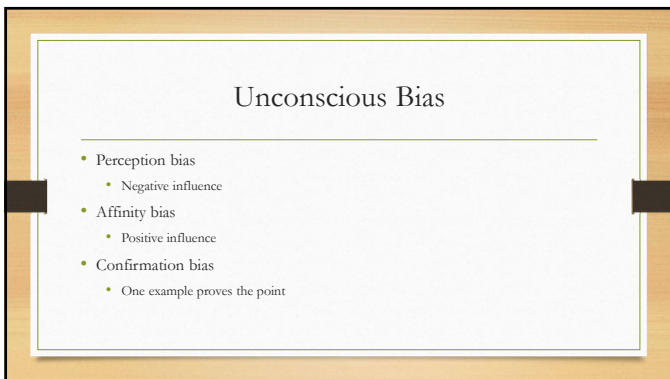


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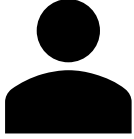
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3

Persona Profile for an IG Report Writer

1. WHO



Who is this person?
What is their situation?
Where do they work?

2. TASKS or GOALS

What do they need to do? What decisions do they need to make? How will they know if they are successful?

3. SKILLS NEEDED to GET RESULTS

Based on their role and their goals, what are the skills most needed to serve as an effective IG Report Writer?

4. CHARACTERISTICS

What do they do? What behaviors do we observe?
What can we imagine them working on?

5. INFLUENCERS

Who do they listen to? What are they hearing from others? What are they watching and reading?

6. VALUES & MOTIVATORS

What are their wants, needs, hopes, dreams?

7. PAIN POINTS

What are their fears, frustrations, anxieties, road blocks?


8. TYPICALLY ASKED QUESTIONS?

What have we heard them say? What can we imagine them saying? What is their focus?

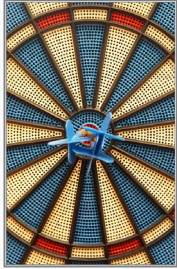
9. SKILL BUILDERS

What are examples of learning experiences to build the skills of an IG report writer?

Persona Profile for an IG Report Writer


<p>1. WHO</p>  <p>Who is this person? What is their situation? Where do they work?</p>	<p>2. TASKS or GOALS What do they need to do? What decisions do they need to make? How will they know if they are successful?</p> <p>Identify clear objectives; maintain independence; write timely, impactfully & clearly</p>
<p>3. SKILLS NEEDED to GET RESULTS Based on their role and their goals, what are the skills most needed to serve as an effective IG Report Writer?</p> <p>Patient, persistent, knowledgeable, flexible, detail-oriented, articulate, good listener, CREATIVE</p>	
<p>4. CHARACTERISTICS What do they do? What behaviors do we observe? What can we imagine them working on?</p> <p>Research, observe, listen, analyze, focus, create solutions</p>	<p>5. INFLUENCERS Who do they listen to? What are they hearing from others? What are they watching and reading?</p> <p>Legal counsel, Congress & lawmakers, media, public, stakeholders</p>
<p>6. VALUES & MOTIVATORS What are their wants, needs, hopes, dreams?</p> <p>Good info, media, \$\$, impactful</p>	<p>7. PAIN POINTS What are their fears, frustrations, anxieties, road blocks?</p> <p>Time constraints, no follow through, politics</p>
<p>8. TYPICALLY ASKED QUESTIONS? What have we heard them say? What can we imagine them saying? What is their focus?</p> <p>Can we support it? Is it important? Why? Is it impactful?</p>	
<p>9. SKILL BUILDERS What are examples of learning experiences to build the skills of an IG report writer?</p> <p>Practice, read published reports, peer review, post-mortem/lessons learned</p>	

Objectives
What are your objectives?
Who sets your objectives?
Do you understand your objectives?




4

Consider Your Purpose
To inform
To explain
To persuade



5




**Fact,
Opinion,
or Assumption?**

- *Facts can be proven.
- *Opinions are a fact plus a belief.
- *Assumptions are a jump in logic.

6

Know Your Reader


- Who are you trying to reach?
- Who will you reach?
- Who wants to be reached?



7

Reader-Focused Considerations

- What the reader needs to hear ...
not what you want to say
- How to serve the reader's interest...
not how to protect your interests
- A clearly expressed message ...
not overwhelming words or statistics

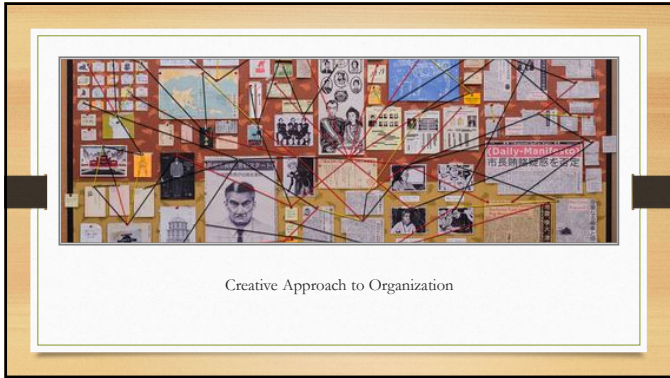


8

Know What Your Reader Knows

PRIMARY Know a lot Want to act	SECONDARY Interested Impacted	TERTIARY Open to knowing more
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9



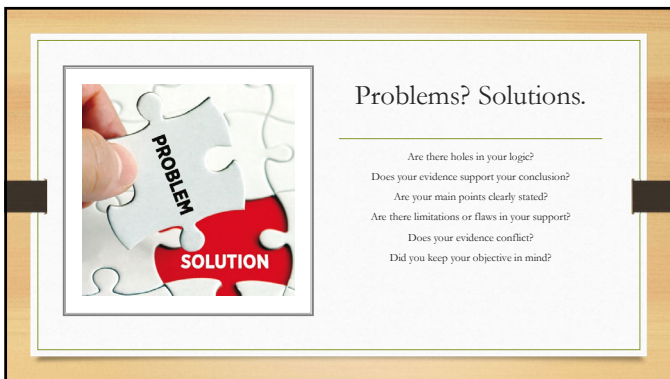
Creative Approach to Organization

10



Logical Approach to Organization

11



Problems? Solutions.

- Are there holes in your logic?
- Does your evidence support your conclusion?
- Are your main points clearly stated?
- Are there limitations or flaws in your support?
- Does your evidence conflict?
- Did you keep your objective in mind?

12

Why Vary Sentence Length?

This sentence has five words.
 Here are five more words.
 Five word sentences are fine.
 But several together become monotonous.
 Listen to what is happening.
 The writing is getting boring.
 The sound of it droned.
 It's like a stuck record.
 The ear demands some variety.

Now listen.
 I vary the sentence length, and I create music.
 Music.
 The writing sings.
 It has a pleasant rhythm, a lilt, a harmony.
 I use short sentences.
 And I use sentences of medium length.
 And sometimes when I am certain the reader is rested, I will engage them with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals—sounds that say listen to this, it is important.

16

Simple sentences: a single clause with no dependent clauses

The dog is sleeping.
 This sentence has five words.
 The Chairman spent the funds.
 I disagree.



17

Compound sentences: two independent clauses

The dog is happy; he has a new ball.
 We asked about the payments but they talked about the expenses.
 I vary the sentence length, and I create music.



18

Complex sentences: a single clause with one or more dependent clauses

Although he was tired, the dog still ran to greet me.

We reviewed the records, made note of the missing data, and notified the relevant officials.


Sometimes complex sentences of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals—that's the sentence you need.



19

Hidden Verbs

Conduct an analysis	Analyze
Present a report	Report
Do an assessment	Assess
Provide assistance	Help, Assist
Came to the conclusion	Concluded



20

Careful Use of Jargon

- 1 Use sparingly, as necessary
- 2 Keep reader's needs front of mind
- 3 Use terms consistently
- 4 Remember, words are easier to read than acronyms

21

Plain Language in Three Parts

<ul style="list-style-type: none">• Preparing• Know Yourself• Understand Your Objectives• Know Your Purpose• Identify Your Reader	<ul style="list-style-type: none">• Organizing• Logical or Creative• Identify Holes	<ul style="list-style-type: none">• Writing• Meaningful Signposts• Smart Paragraphs• Active Sentences• The Right Words
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Focus on P.O.W.E.R. Plain Language Resource List

Online Resources

- Plain Language website: <https://www.plainlanguage.gov/>
- *GPO Style Manual*: <https://www.govinfo.gov/collection/gpo-style-manual?path=/GPO/U.S.%20Government%20Publishing%20Office%20Style%20Manual>
- *Chicago Manual of Style*: <https://www.chicagomanualofstyle.org/home.html>
- Grammar Girl website: <https://www.quickanddirtytips.com/grammar-girl>

Recommend Reading

- *Clean, Well-Lighted Sentences: A Guide to Avoiding the Most Common Errors in Grammar and Punctuation*, by Janis Bell
- *Eats, Shoots & Leaves: The Zero Tolerance Approach to Punctuation*, by Lynne Truss
- *The Elements of Grammar*, Margaret Shertzer
- *The Elements of Style*, William Strunk, Jr., and E.B. White
- *The Grammar Devotional*, by Mignon Fogarty
- *Grammar Girl's 101 Misused Words You'll Never Confuse Again*, by Mignon Fogarty
- *How to Not Write Bad*, Ben Yagoda
- *On Writing Well*, by William Zissner
- *Perfect English Grammar*, by Grant Barrett
- *Robert's Rules of Writing: 101 Unconventional Lessons Every Writer Needs to Know*, by Robert Masello
- *The Subversive Copy Editor*, by Carol Fisher Saller
- *Writing that Works: How to Communicate Effectively in Business*, by Kenneth Roman