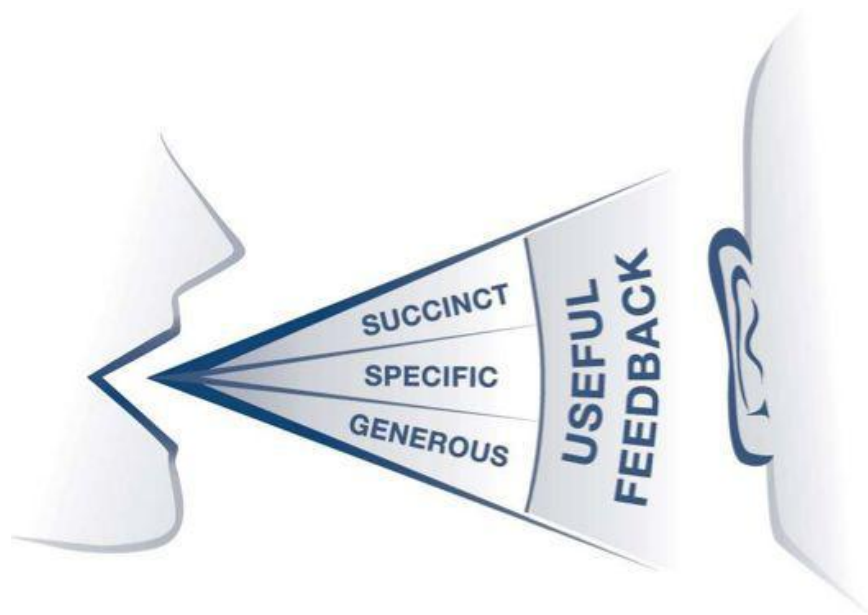


Speak With Intent



Succinct: Being succinct is about being focused in your conversations, thinking about the core message before you speak, and being more engaging. It's also about taking into account the size of people's working memory: There is only so much information people can hold in their minds at any one time.

Specific: The challenge of using simple language is that you have to know what you are talking about. And at the same time that you use as few words as possible, you need to be specific enough so that people understand exactly what you mean. Give people enough information so that they can form their own mental pictures.

Generous: Use words that will have the greatest positive impact on the other person. Put yourself in their shoes, take care with each word, focus on their needs, and share a bit of your humanity.