

# LANGUAGE OF LEADERSHIP

## Desktop Writing Guide

Before you hit send on an email, always check your writing for weak language. Here's a list of common weak structures you must eliminate from your communication **if you want to be perceived as a leader.**

<b>Soft Verbs</b>	<b>Change to...</b>
I <b>think</b> it's a good idea.	It <b>is</b> a good idea.
I <b>feel</b> excited about the opportunity.	I <b>am</b> excited about the opportunity.
I <b>hope</b> this proposal meets your needs.	<b>I'm confident</b> this proposal meets your needs.

<b>Past Tense</b> (when you mean present)	<b>Change to...</b>
I <b>wanted</b> to talk to you about...	I <b>want</b> to talk to you about...
I <b>thought</b> we might discuss...	We <b>should</b> discuss...
I <b>felt</b> I should touch base with you.	<b>I want</b> to touch base with you.

<b>Mincing Modifiers</b> (those little words that minimize what you mean)	<b>Change to...</b>
I'd <b>just</b> like to say something.	<b>I'm going to say</b> something. (Or just say it!)
<b>Maybe</b> we should discuss...	We <b>should</b> discuss...
I'm <b>a bit</b> concerned.	<b>I am</b> concerned.

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<b>Asking Questions</b> (when that's not what you mean)	<b>Change to...</b>
Would you like to work on this?	<b>Work</b> on this. (command form)
What if we tried it like this?	<b>I recommend</b> we try it like this...
How about we do this?	<b>I suggest</b> we...

<b>Hedging Words</b>	<b>Change to...</b>
Maybe we can...?	<b>Here's my plan.</b>
We could...	<b>Let's...</b>
Perhaps we could do this...	<b>Let's try this...</b>

<b>Other things to check for</b>	<b>Use only when...</b>
<b>Apologizing</b>	You <b>really</b> messed up.
<b>Excessive thanks</b>	<b>Once</b> is enough.
Too many <b>exclamation points!</b>	You are expressing <b>actual excitement.</b>

Remember: write and speak in a clear, direct, and conversational way.

**Now go kick some ass.**