

Critical Thought

SHORT PIECES INTENDED TO PROVOKE THOUGHT

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ON IMAGE: Image defines who you are and what you stand for. Whether carefully polished or largely ignored, your image speaks for you, and is heard by every client, prospect, and colleague.

Your image will precede you, even before that first phone call or handshake. It will underscore every message. It will be your calling card, announcing and reminding in your absence.

ON WRITING: A good writer is a lot of things:

Researcher: Where can I find pertinent information? With all the sources today, which are the most viable and reliable?

Interviewer: Who can I talk to in order to get the information I need? How can I put the subject at ease? Which questioning method should I use?

Fact-checker: Which pieces of my research findings are fact, and which are opinion? How can I verify those statements presented to me as fact?

Compiler: How will I know when I have enough information to begin by work?

Organizer: What is the cleanest, most logical, and strongest way to tell the story?

Analyst: Am I missing part of the story? Does it all make sense? Is my angle fresh and compelling?

Strategist: Who is my audience? How can I best meet their needs and tell my story?

Psychologist: What makes my audience tick? How can I convince / relate to / amuse / them?

Grammarians: I hope this one is self-evident.

Wordsmith: Am I using the right words to convey my message as concisely and accurately as possible?

Artist: Have I incorporated literary devices to improve pace, clarity, emotional value, and rhythm?

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