

[CREATING A CULTURE OF BREVITY]

GUIDELINES TO GETTING RESULTS FROM CONCISE COMMUNICATION

“Brevity is working for your organization when you see more efficient and effective exchanges with each other and your customers every day.”

– Joseph McCormack, author of BRIEF: Make a Bigger Impact by Saying Less and founder of The BRIEF Lab

THE KEYS TO MAKING BREVITY A HABIT

CORE BELIEFS ABOUT CULTURE

①



We believe that it can be measured.

②



We believe that it is everyone's responsibility.

③



We believe that it either enables or inhibits strategy/execution.

HOW TO IMPROVE CULTURE

It starts with **executive sponsorship**.

It is **developed by leaders** who serve as teachers and practitioners.

It involves **everyone**.

It grows by **sharing stories** and evidence of successes.

At some point, ownership of responsibility is transferred to the **business leader**.

HOW TO MEASURE SUCCESS

First, create a benchmark and survey progress; then regularly share success stories.

Systematically doing these things will demonstrate the **shift towards a culture of brevity**.