



***Introduction to Tactical Leadership***  
***Effective Army Communication***  
***Part II – Written Communication***



# Class Objectives

- Review the importance of effective communication
- Review the Communication Process
- Know when effective communication occurs
- Understand the *Five Steps for Effective Written Communication*
- Apply the *Five Steps for Effective Written Communication*



# The Importance of Effective Communication

❑ Understand that your success as a military leader depends on your ability to think critically and creatively ... and to communicate your intentions and decisions to others.

❑ As a military leader, YOU must communicate clearly—*both verbally and in written form.*

❑ The ability to communicate *clearly—to get your intent and ideas across so that others understand your message and act on it*—is one of the primary qualities of leadership.



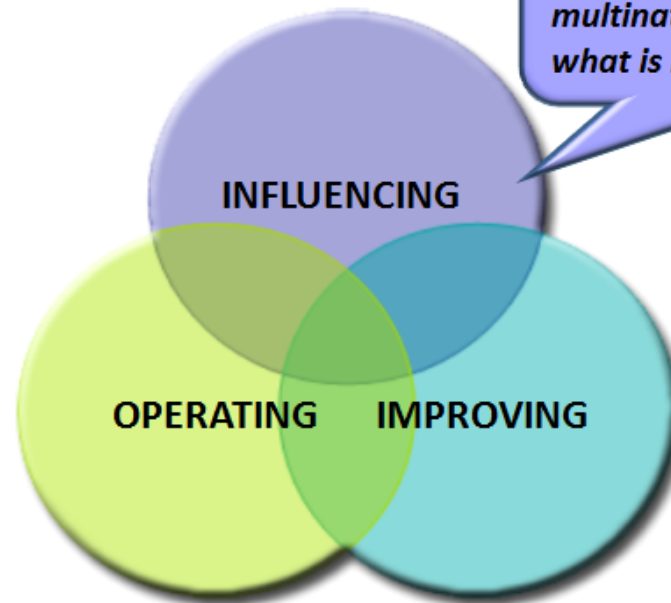


# The Communication Process

- Communicating critical information in a clear fashion is an important skill to reach a shared understanding of issues and solutions.
- Leadership is the process of influencing people by providing purpose, direction, and motivation while operating to accomplish the mission and improving the organization.

## Army Leader Actions:

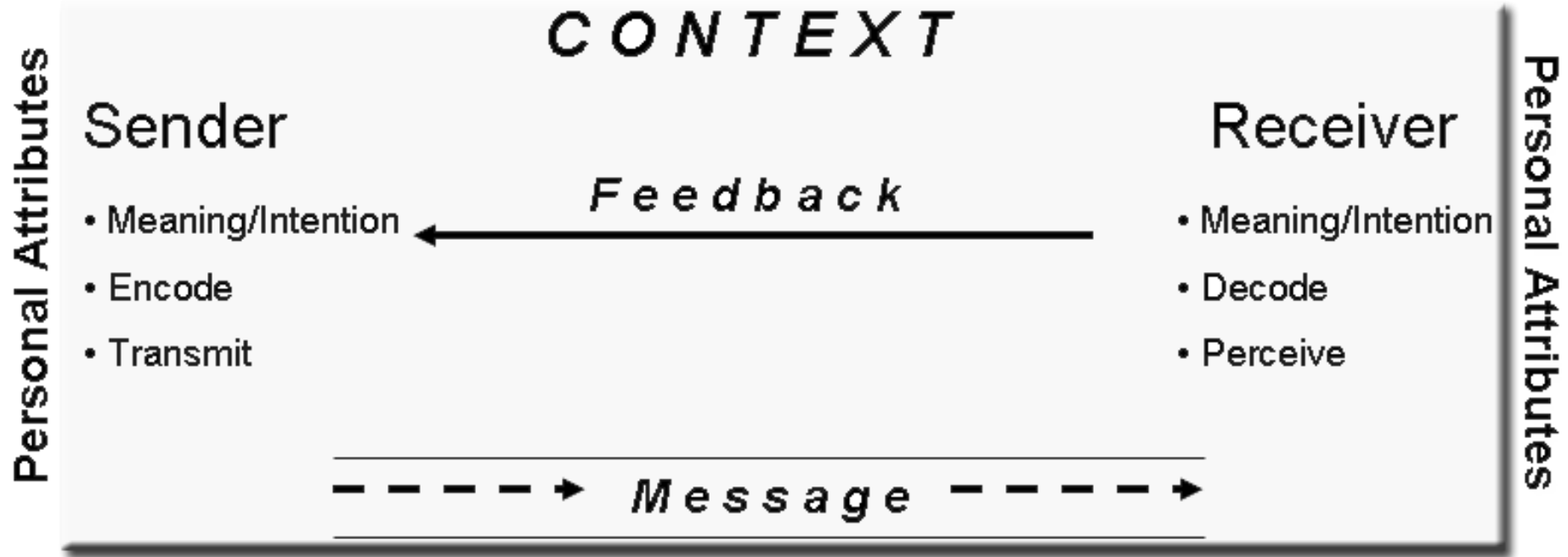
- **COMMUNICATING**
- **DECISION-MAKING**
- **MOTIVATING**



*Influencing is getting people, Soldiers, Army civilians, and multinational partners to do what is necessary.*



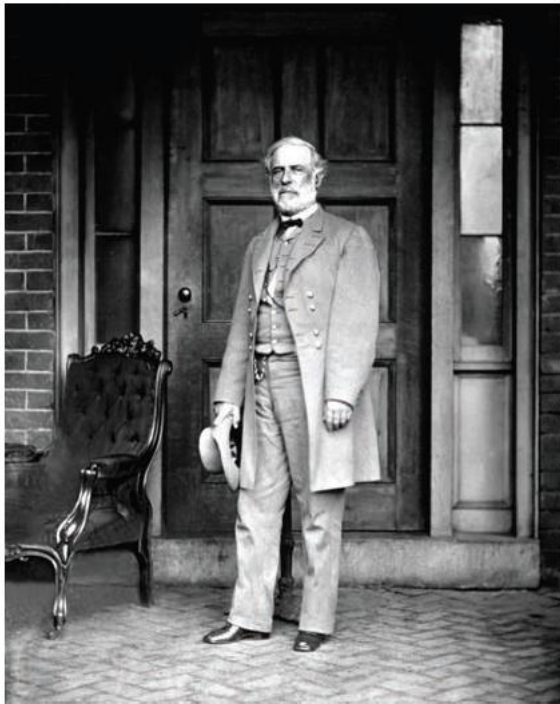
# The Communication Process





# When does effective communication occur?

## *When the receiver's idea matches the sender's intended idea.*



GEN Robert E. Lee

*In the Gettysburg Vignette, did LTG Ewell's idea of attack "if practicable" match GEN Lee's intended idea of attack "if practicable"?*





# Four Steps for Effective Written Communication

1. Focus your message
2. Magnify the listener's attention
3. Use composition and packaging to eliminate possible barriers
4. LISTEN ... ACTIVELY

Army Regulation (AR) 25-50

Information Management: Records Management

Preparing and  
Managing  
Correspondence

Headquarters  
Department of the Army  
Washington, DC  
17 May 2013

UNCLASSIFIED



# Four Steps for Effective Written Communication

## Step 1: Focus Your Message

**B.L.U.F.**

***concise and focused  
on the immediate topic***

**B L U F  
O I P R  
T N O  
T E N  
O T  
M**

To be understood quickly, writing must meet these standards:

Standard	Description
Complete	Answers the mail
Concise	Uses fewest words to get point across
Clear	Understood in a single, rapid reading
Organized	Logical and coherent
To the point	Bottom-line up front
Grammatically correct.	Proper spelling, punctuation, grammar.





# Four Steps for Effective Written Communication

## Step 2: Magnify the Listener's Attention

- Follow solid composition principles

To meet Army writing standards, follow these composition rules from AR 25-50:

Item	Rule
<b>Bottom line up front</b>	State purpose and main point up front. For example, put the recommendation, conclusion, or reason for writing in the first or second paragraph, not at the end.
<b>Active voice</b>	Use active voice in most sentences.
<b>Short words</b>	Choose one or two-syllable words over multi-syllable ones.
<b>Short sentences</b>	Write short sentences (average about 15 words).
<b>Lean</b>	Write most paragraphs about one inch deep.
<b>No jargon</b>	Avoid jargon, especially when writing to outsiders.
<b>Error free</b>	Use correct spelling, punctuation, and grammar.
<b>Informal</b>	Set a businesslike but informal tone. Use <i>you</i> , <i>we</i> , or <i>I</i> instead of <i>this office</i> or <i>this headquarters</i> . <u>Exception:</u> Because it's patronizing, avoid using possessive pronouns, <i>my</i> or <i>mine</i> . <u>Example:</u> Instead of saying <i>my staff</i> , say <i>our staff</i> .
<b>One page</b>	Limit length to one page for most correspondence.

- Structure information logically

- Temper your tone



# Four Steps for Effective Written Communication

## Step 3: Using Composition and Packaging to Eliminate Possible Barriers

### ➤ Follow solid composition principles

To meet Army writing standards, follow these composition rules from AR 25-50:

Item	Rule
<b>Bottom line up front</b>	State purpose and main point up front. For example, put the recommendation, conclusion, or reason for writing in the first or second paragraph, not at the end.
<b>Active voice</b>	Use active voice in most sentences.
<b>Short words</b>	Choose one or two-syllable words over multi-syllable ones.
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<b>One page</b>	Limit length to one page for most correspondence.

Break  
through  
the  
*anticipated*  
noise!



## Check Spelling! Do not rely on your computer.

Eye halve a new spell Czech, It  
came with my pea sea. It  
plainly marquees four me, Miss  
steaks I kin knot sea. Eye strike  
my keys and type And eye  
weight four it to say Weather eye  
is wrong oar rite. It shows me  
strait a weigh.

As soon as a mist aches maid, It  
nose bee fore two long And I  
can put the error rite. It is rare  
lay ever wrong. Eye halve run  
my work threw it. I am shore your  
pleased two no It is letter perfect  
owl the weigh, Cause spell Czech  
toll me sew.

Sauce Unknown

*DO THE SIMPLE THINGS RIGHT ... ALL THE TIME*



# Four Steps for Effective Written Communication

## Step 4: LISTEN ... ACTIVELY

- Have someone review your reports or other written documents and provide feedback
- Proofread your work
- Ask for feedback from your audience

**TAKE PRIDE IN YOUR WORK!**



# Effective Army Writing Essay (Assignment)

Demonstrate the effective Army writing style by writing an essay.

Remember to use sound composition principles in your written work to make it clear and concise. As you write your short (two page) essay, be sure to use the principle factors discussed in this lesson that pertain to effective Army communication.

In order for you to have effective written communication, you must:

1. Focus your message; use clear and concise words; BLUF
2. Magnify listener's attention; fit composition to reader's perspective
3. Penetrate barriers; use active voice; be specific with concrete terms; anticipate your reader's understanding of your writing
4. Listen actively; proof read; have friends review your written work



# From E-mail dated 5 Feb 2014

Slide 14 (attached) explains the written assignment relating to the Effective Army Communication (Part 2: Written Communication).

Next week I will provide you specific instructions for formatting the paper and the due date. Right now, you can start thinking about **WHAT** you want to write. Here are the possible essay topics:

- Why do Army officers need to be proficient writers?
- Why do you want to become an Army Officer?
- What branch would you like to serve upon commissioning and why?
- Why is cultural awareness a vital component of Army officership?

Remember, this is only a 2-page essay. Again, we'll discuss specific formatting requirements later. This assignment is to help you develop your writing ability, specifically using the principle factors that we will discuss next week in the attached lesson. Also, be sure to skim AR 25-50 and Action Officer-Staff Writing.

Army Regulation (AR) 25-50: Preparing and Managing Correspondence

[http://www.apd.army.mil/pdffiles/r25\\_50.pdf](http://www.apd.army.mil/pdffiles/r25_50.pdf)

Action Officer – Staff Writing (U.S. Army Training and Doctrine Command)

[http://www.dtic.mil/whs/directives/plainlanguage/ActionOfficer\\_StaffWriting.pdf](http://www.dtic.mil/whs/directives/plainlanguage/ActionOfficer_StaffWriting.pdf)



# Review

AR 25-50

Action Officer – Staff Writing

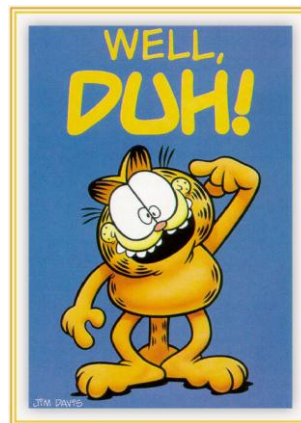
U.S. Army Training and Doctrine Command





## A Final Thought

*Plan before  
you speak ...  
and WRITE!*





*Be Safe. Be Smart. Be Legal.  
Stay Focused on YOUR Goals.*

*Are YOU committed?*

*Are YOU ...*

**ALL  
IN**

*?*